



Plain Talks

&  News

FEBRUARY, 1968

New TVA Turmoil

THE ATTEMPT BY CONGRESS some years ago to limit TVA's service territory apparently hasn't worked. A Supreme Court ruling in January permits the giant government power authority to take over the customers and business of Kentucky Utilities Company in Tazewell and New Tazewell, Tennessee. In its decision, the high court ruled that the Tazewells could be served by TVA under the 1959 TVA Act. As Kentucky Utilities admitted, "The factual situation as to the Company's service in Tazewell, New Tazewell, and the 15-mile corridor between those communities and the Kentucky-Tennessee state line is rather unique and not precisely repeated in other areas." But more than a single takeover is involved as was pointed out by Judge Harlan in a dissenting opinion. The high court's ruling severely restricts future court actions testing TVA determinations of what indeed constitutes its service area. "Certainly," Judge Harlan stated, "Congress did not wish or expect that, as this court now holds, the question (of TVA service area) should be left largely, if not entirely, in the hands of the authority." If a majority of the Supreme Court believes that the 4.7 per cent of the citizenry of Tazewell and New Tazewell served by TVA in the past may be considered a "substantial minority," who is to wonder if TVA presses for much further territorial expansion before Congress finally sets the matter straight as it thought it had nine years ago.

News Briefs



THE 'UNRELIABILITY' PROPOSAL Despite rough sledding at a regional hearing in Seattle, Washington, in December, proponents of the so-called "Electric Power Reliability Act" continue to press for its passage by Congress.

The bill, drafted by the Federal Power Commission and introduced in Washington last June, is drawing determined opposition from the investor-owned electric utility industry and from some government power groups as well. Some are referring to it as the "Unreliability Bill" because of the threat it poses to orderly development of blackout safeguards.

Basically, the FPC bill would authorize the Commission to set up regional planning organizations and force compliance with the rules and procedures they establish, rule on the proposed construction of all transmission lines above 200 kilovolts, force interconnections between generation and transmission systems, and have the final say-so on the abandonment of bulk power service.

Along with the rest of the investor-owned electric utility industry, your Company feels there is no need for this legislation. It is convinced that cooperation can better accomplish the aims of the FPC legislation which is to "facilitate the provision of reliable, abundant and economic electric power supply ..."

To date, 12 large regional "coordinating" groups have been set up by the investor-owned industry. Area reliability contracts have been signed or will be signed. In some portions of the nation, inter-area contracts are being written as well.

In the opinion of industry, these groups can facilitate the cooperative effort needed to improve upon the present 99.98 per cent reliability record of the industry over the past ten years.

They will do so, according to critics of the FPC legislation, without subjecting proposed interconnections and other developments aimed at improving reliability to the delays inherent in the lengthy procedures advanced by the Commission for determining reliability proposals.

The dangers of these procedures were spelled out very clearly at the Seattle hearings by C. A. Erdahl, director of utilities for the City of Tacoma's municipally-owned system when he said:

"The greater the lead time required, the less likely it is that the best answer will be forthcoming. This coupled with the tremendous number of applications to be processed, . . . the requirement for a hearing where transmission lines cross public lands, and the probability of a hearing where there is any opposition will, in our opinion, swamp the FPC and do much to prevent reasonable solutions to the problems faced by the industry."

NATIONAL ELECTRICAL WEEK SPEAKERS

Speaking out for the Company and the Industry during National Electrical Week were: Arden Loughmiller,

February 14, Silsbee Kiwanis Club; Wayne Sullins, February 15, Orange Kiwanis Club; Ed Hodges, February 13, Jennings Rotary Club; Charles Glass, February 13, Port Allen Rotary Club.

COMPANY SELLS STOCKS, BONDS

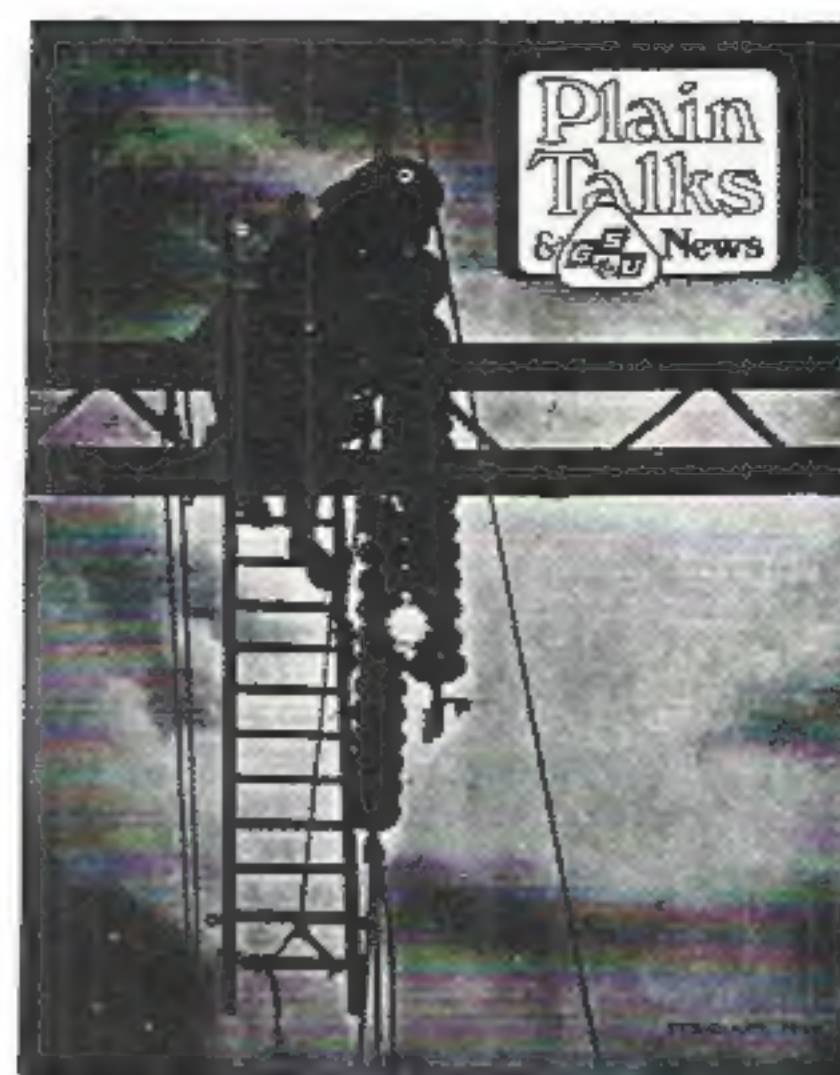
Our Company sold \$25 million of first mortgage bonds, 6-5/8 per cent series due 1998, and 1,400,000 additional

shares of its common stock, without par value, February 13. The sale will yield \$55,601,750.

The bonds and common stock were sold at competitive bidding in New York City and the sales were approved by the board of directors.

Five groups representing 183 investment banking houses, with offices located in practically every state in the nation, submitted sealed written bids for the bonds. The \$25 million issue was awarded to Stone & Webster Securities Corporation, financiers, of New York City.

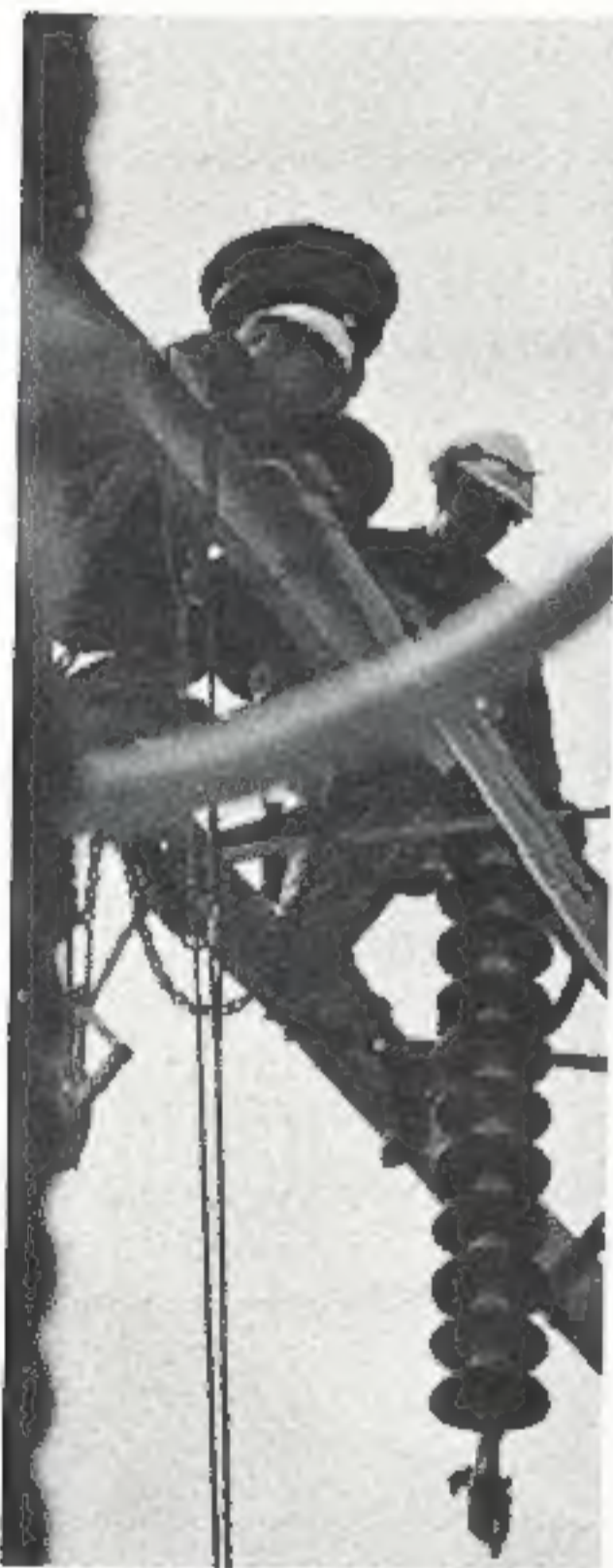
Two groups, representing 173 investment banking houses, bid on the common stock. The issue was awarded to The First Boston Corporation, Merrill, Lynch, Pierce, Fenner and Smith Incorporated, Lehman Brothers, Salomon Brothers and Hutzler and Bache and Company, financiers, of New York City.



OUR COVER

The sun never seems to set on GSU construction as evidenced by this month's cover. Workmen perched on girders of an uncompleted substation are silhouetted by old man Sol peeking through a set of insulators.

Plain Talks and News • Vol. 46, No. 2 • February, 1968



Boom

p. 3



Analyst

p. 14



Kick Off

p. 23

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Sherwood Named Senior Vice President, Adams Named Vice President By Board

The Board of Directors met Feb. 6 and elected Robert W. Sherwood senior vice president and Samuel L. Adams a vice president.

The board also approved a construction budget of \$133,750,000 for 1968, an increase of approximately \$56 million over 1967 expenditures. This is by far the largest construction budget in Company history.

In other business, the board declared quarterly dividends of 22¢ a share on the common stock and regular quarterly dividends on the nine series of preferred stock. Dividends will be paid March 15 to shareholders of record Feb. 16, 1968.

As senior vice president Mr. Sherwood will be responsible for planning and allocating cost and expenditures for projects designed to provide for future power needs of the Company. He will also be in charge of planning and direction of electronic computer operations.

Mr. Adams, who has been general manager of engineering and production since April, 1967, will be responsible for system engineering, production and production construction. He will report to Mr. Sherwood.

Mr. Sherwood, who holds BS and MS degrees in electrical engineering from the Massachusetts Institute of Technology, joined the Company in 1934 as assistant superintendent in the T&D Department in Lake Charles. He was named assistant operating superintendent there in 1943.

He was transferred to Beaumont in 1944 and progressed through various



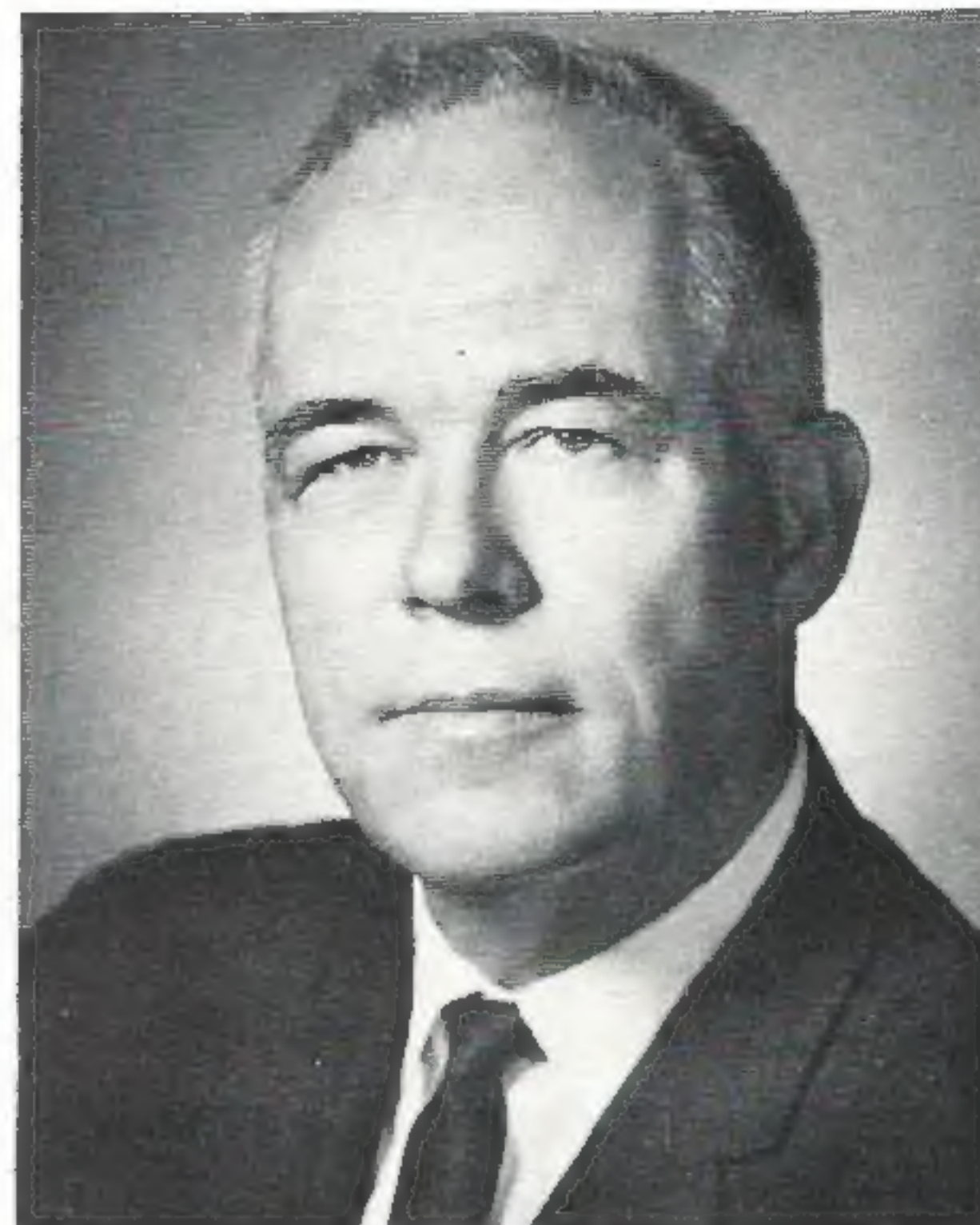
Robert W. Sherwood

supervisory jobs, becoming system engineering manager in 1955. He has been vice president of system engineering, production and production-construction since 1963.

In addition to his two degrees in electrical engineering from MIT, Mr. Sherwood studied accounting at Louisiana State University for two years. In 1958 he completed the Advanced Management Program at the Harvard Graduate School of Business. He attended the Public Utility Executives Course at the University of Michigan in 1954.

Mr. Adams is a native of Beaumont and graduated from Lamar Junior College, now Lamar Tech, in 1932. He graduated from Texas A&M with a degree in electrical engineering and joined the Company in 1938 in Beaumont.

In 1953, he transferred to Baton Rouge where he gained both power station and T&D experience, becoming op-



S. L. Adams

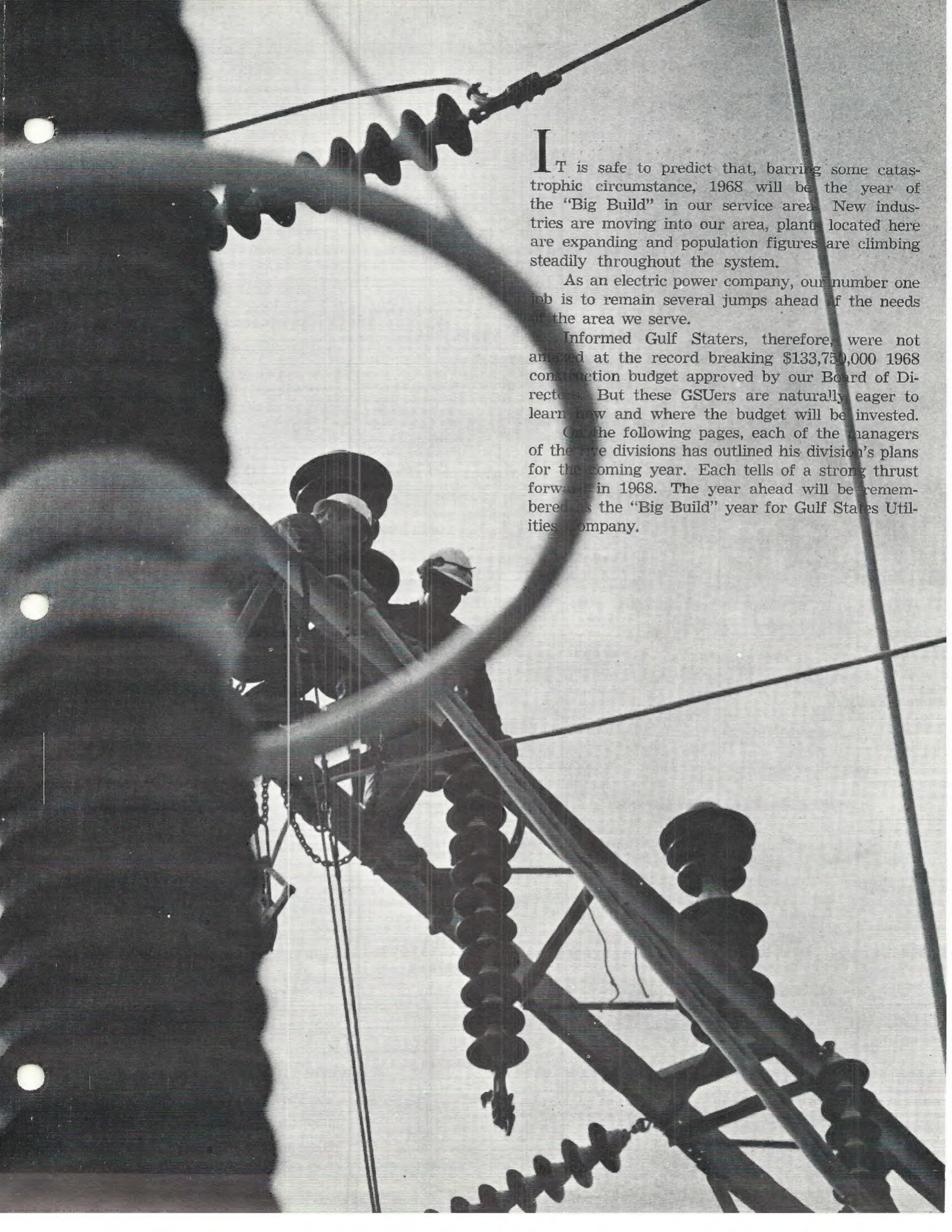
erating superintendent of the Electric Department in 1963.

In 1965 Mr. Adams was transferred to Beaumont and promoted to director of information services the job he held until becoming general manager of engineering and production in 1967.

Mr. Adams completed the Advanced Management Program of the Harvard Graduate School of Business in 1963 and the University of Michigan Public Utility Executive Program in 1962.

Both promotions became effective Feb. 16.

The huge construction budget approved by the board falls into three main parts. Power plant construction received \$86,715,000 and \$44,500,000 was earmarked for electrical T&D construction. The remaining \$2,535,000 will be spent for improvements to buildings and microwave systems and construction work in the Gas Department.



IT is safe to predict that, barring some catastrophic circumstance, 1968 will be the year of the "Big Build" in our service area. New industries are moving into our area, plants located here are expanding and population figures are climbing steadily throughout the system.

As an electric power company, our number one job is to remain several jumps ahead of the needs of the area we serve.

Informed Gulf Staters, therefore, were not amazed at the record breaking \$133,750,000 1968 construction budget approved by our Board of Directors. But these GSUsers are naturally eager to learn how and where the budget will be invested.

On the following pages, each of the managers of the five divisions has outlined his division's plans for the coming year. Each tells of a strong thrust forward in 1968. The year ahead will be remembered as the "Big Build" year for Gulf States Utilities Company.



Navasota

Division "... a growing segment of our Company's operation."

by
A. W. Baird
Division Manager



Division Manager A. W. Baird inspects initial

WE AMERICANS are to make many decisions this year—decisions which will affect us at home as well as on a world-wide basis.

Will we settle the Vietnam issue? Will we elect a new administration in Washington? Will we recognize Red China? Will we be able to curb inflation? Will we have peace at home? Whatever your opinion and ideas, regardless of how remotely you think you are concerned, you will be affected by the answers to these questions.

But let us come closer to home to think about decisions. Let us decide, or rather, recognize what our local problems are and come up with some decisions for 1968. We in the Navasota Division are fast developing into a growing segment of our Company's operation. Where we once were recognized as the farming and lumbering area, we are now developing into a suburb of Houston and are associated with this growth.

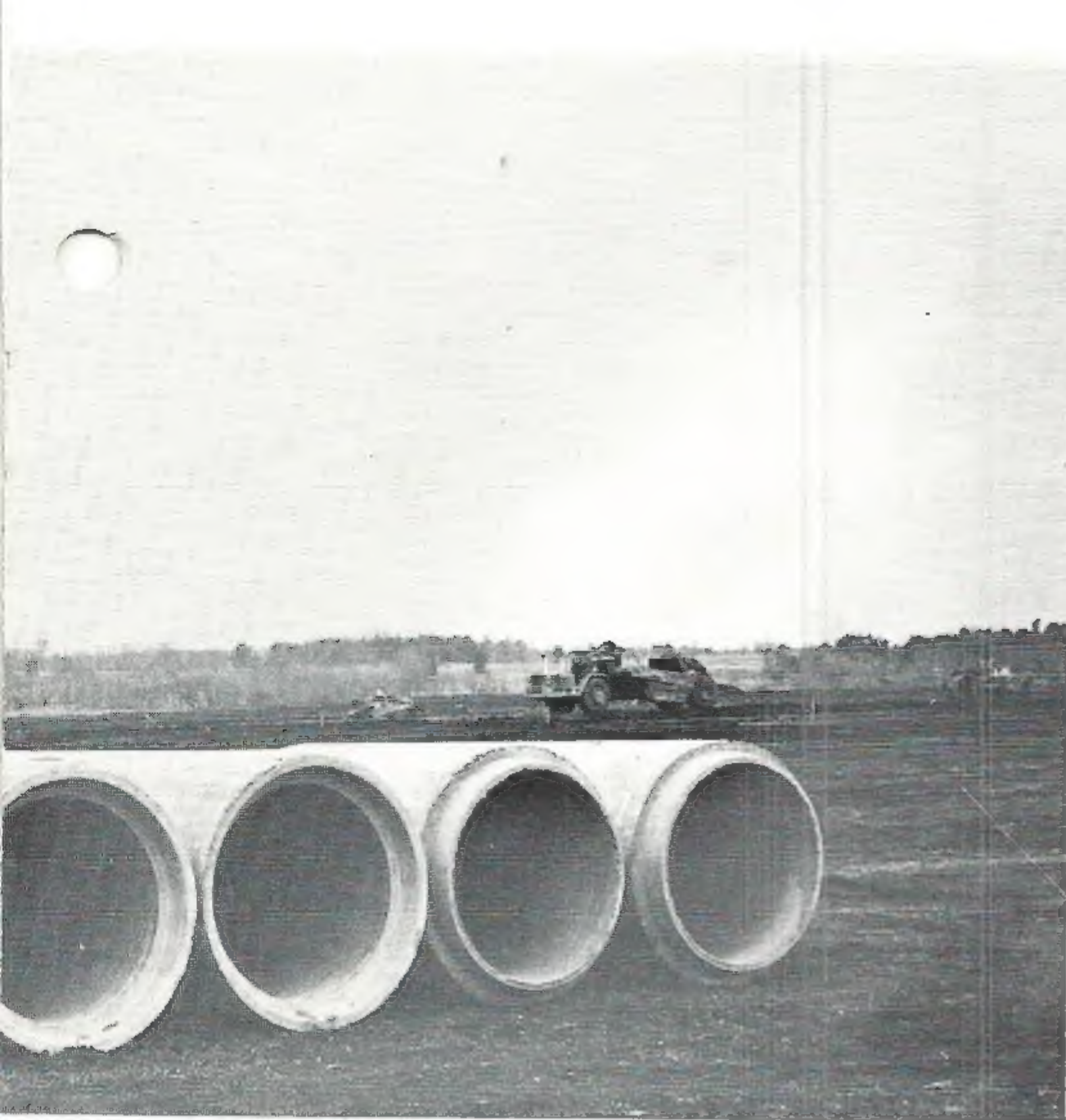
Gulf States Utilities Company operates in some nineteen counties in Texas within the Navasota Division, and four major highways cross the division in reaching Houston.

The Somerville Dam was completed in 1967, establishing a year-round recreational area, and by the end of 1968 the Lake Livingston Dam should be

completed as should be the Jetero International Airport. Our own Lewis Creek Station, in association with the proposed Lake Conroe, certainly will affect the growth of the Huntsville-New Waverly-Willis-Montgomery-Conroe area. The engineering and construction achievements all denote progress and it should be our decision to become a party to that same progress.

The factors which are affecting our growth are the recreational sites, residential subdivisions, super-highways, airports and the availability of ample power for industrial growth. It has been our decision to recognize the potential area growth of the Navasota Division as evidenced by the construction of Lewis Creek Station. We have had power to meet our past needs and with Lewis Creek we have assurance of plenty of power to meet tomorrow's demands. Industry can be assured of water, power and transportation facilities in this area.

One major challenge facing the Company in the Navasota Division is that of competition from gas, cooperatives, municipalities and other utilities. Actually we have four major gas companies, seven electric cooperatives, three municipal systems and three other utilities operating in our territory, plus a transmission system owned by Brazos Power Company. The year 1968 will be decisive in determining who



construction work at Lewis Creek Station.

will serve the expected growth for this area.

Since 1960 the customer growth has increased an average of 3.4 percent in the Navasota Division and during the same time the load has increased an average of 6 percent while in 1966 the load growth was some 17 percent. We anticipate a continued load growth of some 12 percent.

"What decision can we make in this area?" one might ask.

An immediate reply is to take advantage of the Gold Medallion concept in homes. Our sales goals for 1968 are for a 65 percent increase over 1967 in Gold Medallion homes and apartments. And our goal is to have 30 percent of the new buildings in our division go all-electric. We propose to continue our policy on underground residential distribution service and it is our aim to make this service more attractive. Presently we have over seven hundred lots under contract for this type of service in residential subdivisions.

The area of safety is of vital concern to each of us, to our families and to the public. As a Company we have established some enviable safety records and in an opposite light we have performed terribly. We develop a "too familiar" approach and grow complacent in observing the safe way; there-

fore, it is our aim to develop respect for the safety program we have at hand. Safety is an integral part of a good operation and management must share in the responsibility for an efficient program.

Because of certain associated aspects of operations, it is compulsory that we perform most efficiently. Certain technological advancements, mechanical devices, etc., have contributed to the replacement of obsolete items and to the institution of new work practices. We must accept the decision to stay abreast of the new and revised operating trends. We are in the planning stages of microwave communications and relaying. We are using the latest devices in our tree trimming program which include the aerial bucket, chipper, shredder and chemicals. Our linemen and substation mechanics have developed the use of aerial buckets along with mechanical diggers, tampers and booms. We are equipping our service men with aerial bucket trucks to expedite their work and to offer more safety.

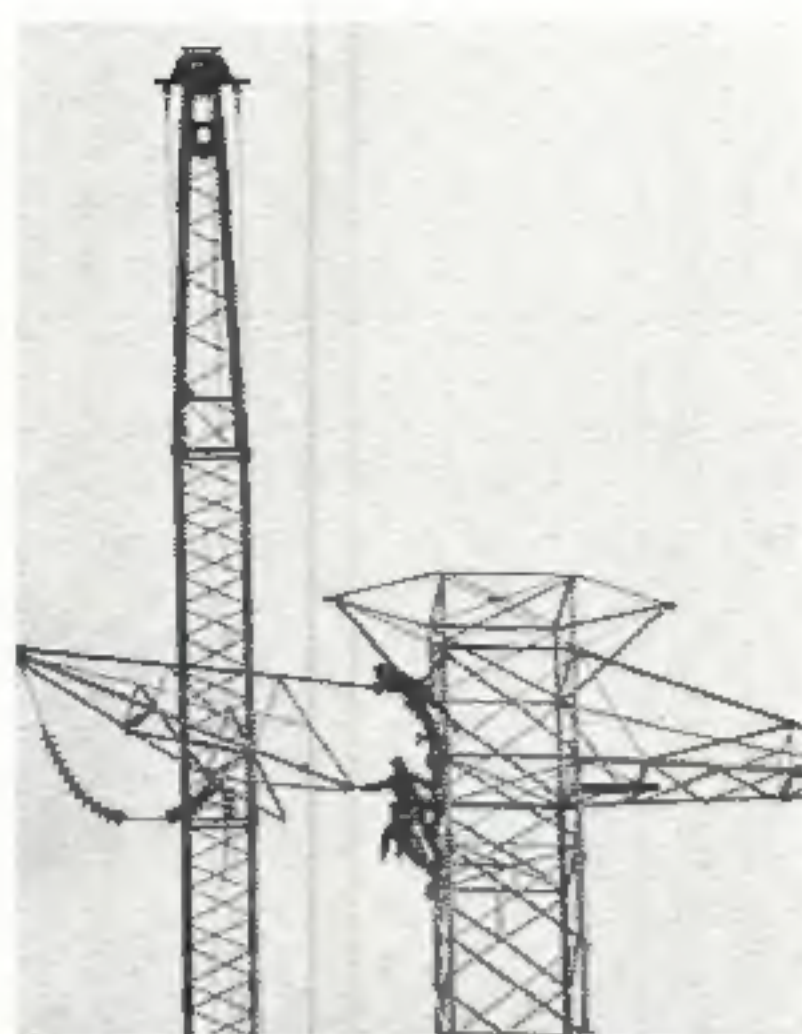
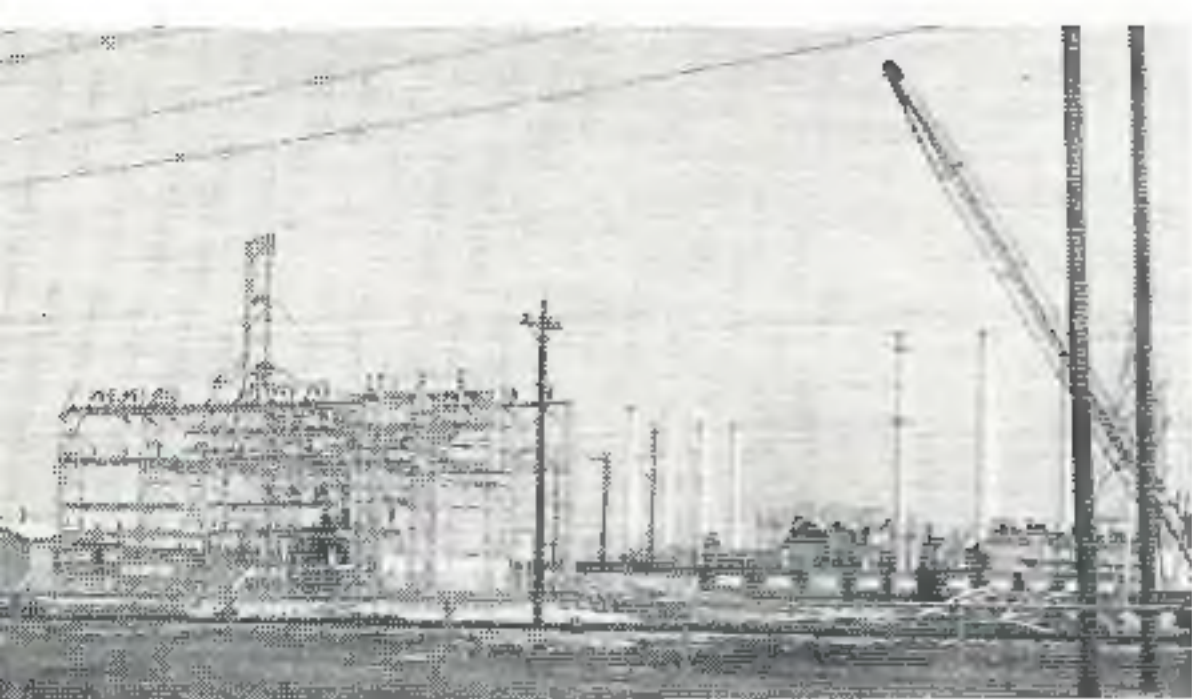
One other area, and a very important one, should be mentioned; namely, service to our customers. We have been proud of the service we have given our customers in the past and yet there have been exceptions. Our public is patiently sympathetic with us during a hurricane or an ice storm. They are aware of the conditions that exist during an emergency and they can see us at work trying to restore the damaged facilities.

But what does Mrs. Jones think when she receives a short reply to her telephone query? How unhappy is the new appliance owner when insufficient power is available? How cheerful are our customers when asked to pay an additional amount on a bill because of our mistake?

These situations do exist and they loom large from the customer's viewpoint. We must seek out these circumstances and try, through improved supervision, performance and training, to minimize them.

We are very much interested in developing industry in our area. We employ and train personnel to work with the local people in obtaining industry. We can assist in preparation of community information and area development studies for presentation to potential industry. We can help existing industry to best utilize its facilities. Our engineering advice is a part of our service.

We wish to further accent this service during 1968 so that our cities grow along with the surrounding area.

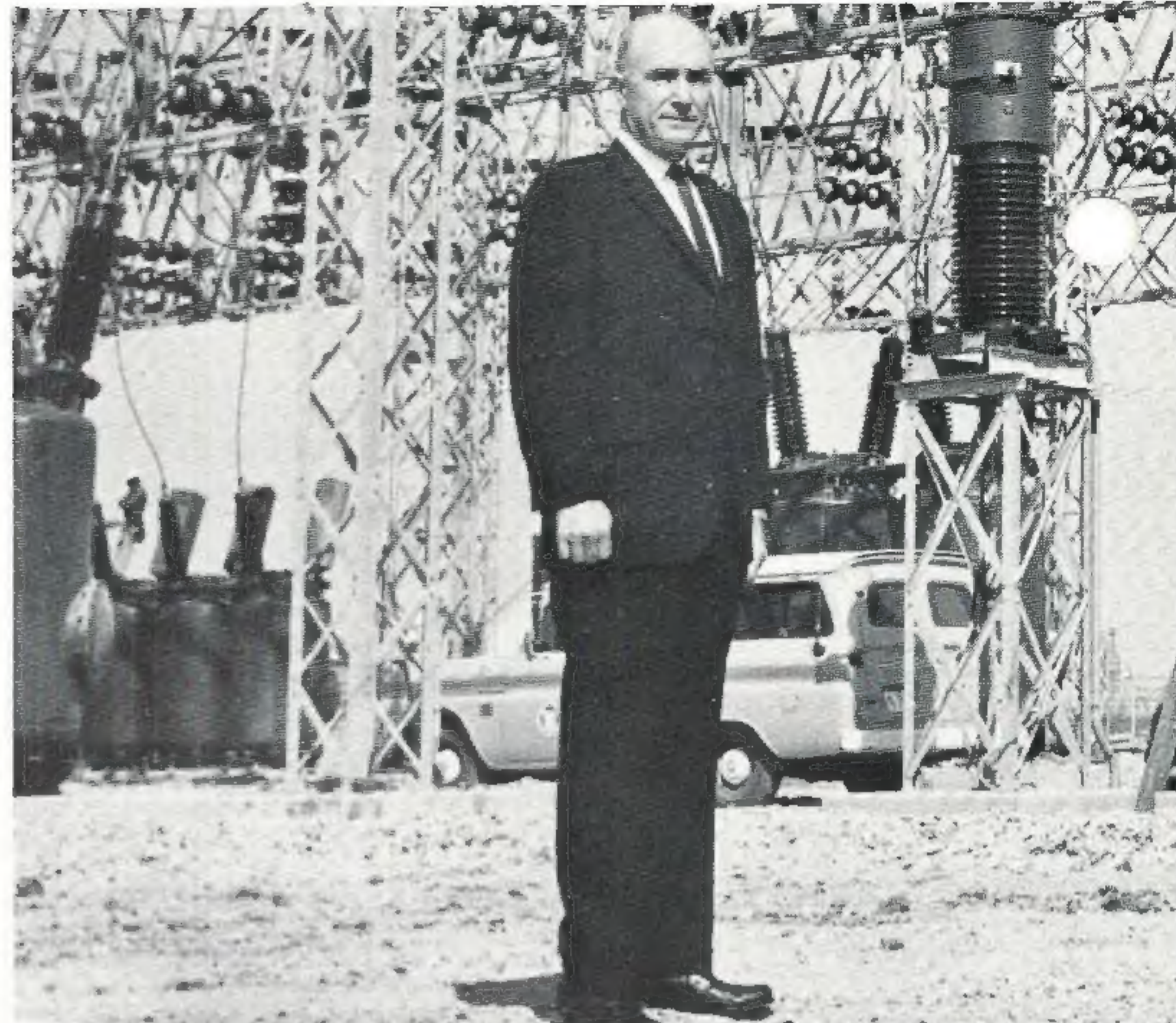


Beaumont

Division

"Opportunity is knocking . . ."

by
Rex E. Lee
Division Manager



Division Manager Rex Lee views construction

FOR THE BEAUMONT DIVISION, as for our entire system, growth and construction are the key words for 1968. Advancement toward expanding activity in both residential and commercial development is seen in requests for new service throughout the Division.

The town of Silsbee is quite typical of the Division.

Although the population of this town has increased only 15 per cent over the last five years, the demand for electrical energy has doubled. The peak load for this area in 1962 was only about 7,000 kw; today's demand is for approximately 14,000 kw, and an increase in the neighborhood of 15 percent is expected in 1968.

That the growth noted in this one town is typical of the entire division is readily seen in the projected sales quotas set for 1968 as compared to previous years.

In 1966, we connected 497 new Gold Medallion customers. In 1967, we added 616 Gold Medallion customers. The magic number for 1968 is 808 new Gold Medallion homes and apartments. If we achieve our goal, approximately fifty per cent of all new homes and apartments built in the division in 1968 will qualify for the Gold Medallion.

In addition, we expect to sell 500 electric water heaters and convert 200 existing homes from gas to electric heating during the year. In two special campaigns, one during the spring and one in the fall, we hope to connect 475 ranges and 1200 dryers through the cooperation of electric appliance dealers.

From this new business and increased use by

our present customers, we hope to increase the average annual kwh use per residential customer by 779 kwh. This means a rise from 7001 kwh per customer to 7780.

The outlook for commercial sales is a bright one for 1968 with additional loads coming from the air-conditioned Silsbee High School, Beaumont Neurological Center and the Cerebral Palsy Center. During coming months the air-conditioning of South Park High School in Beaumont will have been completed and the new all-electric Forest Park High School and Virginia Street Junior High School, both in Beaumont, will be occupied. New air-conditioned schools are also planned for the Woodville, Warren, and Colmesneil areas. A vast remodeling program is under way for the Hardin Elementary School in Hardin.

Lamar State College of Technology is continuing its expansion program with seven new buildings to be completed in 1968.

At present S. H. Kresge is constructing a new K-Mart discount center in the city of Beaumont, and construction should begin soon on two large shopping centers. Also, a large new shopping center will be built in Orange during 1968. Baptist Hospital in Beaumont will begin construction of its new Maternity and Gynecology Hospital this year.

Our Commercial Sales Department has established goals of twenty new all-electric buildings, as well as an additional 7,000 kw in lighting, 3,150 kw of electric heating and 2,450 kw in electric cooking for the year. This new business, plus increased acceptance by our present commercial customers,



of Cow Bulk Substation in Orange County.

should add about 4156 kwh per customer to their average annual use. By the end of 1968, the average annual usage per commercial customer should reach 44,080 kwh's.

Several of our larger customers are undergoing large expansion programs and two new plants have just commenced production. Evans Products in Silsbee began operations in mid-1967, employing approximately 100 persons, and Owens-Illinois at Orange started up last October with about 400 new employees.

Among industries undergoing expansion programs are Dupont's Sabine River Works; Goodrich-Gulf Chemicals; Gulf Oil Corporation, Chemicals Department; Houston Chemical Company; Colonial Pipeline Company; Goodyear Tire and Rubber Company; and Alpha Portland Cement Company. These customers will add better than 40,000 kw to our lines this year.

To meet customer demands for increased power much line construction has been scheduled for 1968.

Newton Bulk Substation, located near Newton, is one of several stations on the 138 kv lines connecting our Texas system with Central Louisiana Electric Company. In 1968, the station will be expanded to include a 138 kv to 69 kv section. This expansion will provide an alternate source for our customers, such as the towns of Newton and Kirbyville, Jasper-Newton Electric Cooperative, and several industrial customers.

Also slated for completion in 1968 is a 138 kv line from Sabine Power Station to Cow Bulk Substa-

tion in Orange and a 138 kv line from there to Carlyss Bulk in Lake Charles. Completion of this line will provide another high capacity transmission line tie between our Texas and Louisiana generating facilities.

Conversion of the Dupont Sabine River Works plant from 69 kv to 138 kv is scheduled for completion in 1968. Construction consists of installing two temporary substations, two new transmission lines, rebuilding three substations for 138 kv operation, converting one substation to 138 kv, and the conversion of two lines for operation at 138 kv. This conversion is to be accomplished without interrupting service to the Dupont plant.

Line No. 89, constructed in 1931, is located in rice fields two to three hundred yards from Highway 124, running between Stowell Bulk, near Winnie and High Island. This 11.2 mile line will be rebuilt in 1968, using single pole structures insulated for 69 kv and relocated adjacent to Highway 124. The result will be more reliable service to our customers in the beach area from High Island to Pt. Bolivar.

A new 138 kv line will be built in 1968 from Kolbs Bulk in Pt. Arthur Division to Stowell Bulk Substation.

This is one of the most important projects in Beaumont Division because the line will insure adequate capacity for load in the fast growing areas of Winnie and Anahuac.

The Beaumont portion of the Sabine Station to Rivtrin Bulk project consists of constructing a 138 kv line from Sabine Power Plant to Bragg Substation by way of Neches Station, Evadale, Kountze, and Bragg Substations. This new 138 kv source will provide increased transmission capacity into the Navasota Division as well as provide the west half of Beaumont Division with a more reliable transmission grid. Construction on this project began in the spring of 1967, and is due to be completed by the summer of 1968.

These are some of the projects which are scheduled for 1968. They are typical of the construction program for the Division.

The year ahead challenges every Gulf Stater in the Beaumont Division. In the present period of unprecedented growth, our construction and sales goals are large. These goals can be met, however, considering the tremendous potential of our area.

The dryer, the range, the refrigerator we sell today, the industrial customer that moves into our area, all convert into pay check dollars for each of us. By working more efficiently, more safely, by finding ways to cut cost, each of us helps insure the future of the Company; at the same time we insure a bright future for ourselves and our families. Opportunity is knocking . . . we need only open the door.



Port Arthur

Division

"... challenge, opportunity,
sports, recreation, and a fine social com-
munity."

by
By C. M. Scott
Division Manager

IN THESE DAYS when we speak of billions for guns and butter, a hundred million sounds rather trite. To the citizens of the Port Arthur area, it is a very important figure. It encompasses the public works so needed by this area.

The major project underway is a 15 foot 6 inches high seawall to protect this low-lying area from hurricane waves. Projected to be completed in 1971, this \$58,000,000 protective endeavor will afford our citizens immeasurable relief during the forthcoming hurricane seasons. Residential construction in Port Arthur should increase then as loans may be obtained from the Federal Housing Administration. Now, one must prove his lot is 5½ feet above sea level to obtain a loan. The average for Port Arthur is about 2 feet.

Major drainage projects by District #7 will complement the new seawall. They will prevent any ponding effects resulting from local rains.

To be completed in 1968, the Port of Port Arthur, costing \$12,600,000, is fast approaching realization.

The public wharfs are being constructed near the downtown area of Port Arthur. A second port area, northeast of Lakeview and near the Neches River, is being developed. A new industry, Pabtex, Inc., will be completed in 1970. It will export Oklahoma metallurgical grade coal to overseas markets.

One of the more "cussed" items has been the old bascule type bridge going to Pleasure Island. Now out of commission, due to being struck by a drilling rig, it has had many mishaps. The new \$10,000,000 high bridge, named the Gulfgate, will be finished in 1969. This will offer unlimited access to our Louisiana friends to the east and potential improvement of the recreational facilities of Pleasure Island.

Two major areas are being created in Lake Sabine by the spoil produced from the dredging of the ship channel to a 40 foot depth to the Mid County area. This will produce 400 acres of new land. It will be bordered by 8 miles of roadway that will also act as a fishing pier.



Division Manager C. M. Scott views construction work at the new Port of Port Arthur.

In Groves, three new overpasses will speed traffic around the Houston shortline. They will eliminate serious traffic situations that have caused too many fatal accidents.

A new municipal building will be started this year. A major addition to the downtown area, it will eventually encompass an eight block governmental complex, landscaped to please the aesthetic, efficient to delight the practical. It is one of many accomplishments of an honest, hardworking administration headed by an energetic, enthusiastic mayor and an outstanding city manager.

Our friends in the Midcounty area have provided us a distinct privilege. We are very proud of the only 8,500 kwh residential plaque in existence in our system. This is a figure that produces revenue dollars in a way anyone can recognize.

Major industrial expansions have been completed or are being constructed for Jefferson Chemical Company, Sinclair-Koppers, Dupont, Goodrich-Gulf

and Big Three.

This growth has necessitated large investments on our part. We are installing a 138/230 kilovolt line from Sabine Station to Kolbs Bulk. It will also firm up the first contingency of the loss of one of the two 138 kv lines between Sabine and Port Neches Bulk.

This division is continuing its work on the Distribution Load Management Program. A first for the Company, it will determine when a distribution transformer should be changed, before failure, due to area load growth.

Commercial improvements, slow in past years, are accelerating. Two 100,000-square-foot department stores and a twin-theater will spur this year's commercial increase. Several new restaurants will delight gourmets' appetites.

We have in Port Arthur what everyone desires—challenge, opportunity, sports, recreation, and a fine social community.





Lake Charles

Division

accept . . . "This challenge we gladly

by
H. C. LeVois
Vice President -
Division Manager

The future of the Lake Charles Division is filled with challenge and opportunity. Industries located in the area are expanding and new ones are moving in steadily. This means more people, more home building, more civic and cultural facilities and more and better schools for generations to come.

In 1968 the Lake Charles Division will be busy planning and constructing for this rapid growth. We will also intensify our efforts at increasing our load through sales and we will continue efforts aimed at more reliable and efficient service to our customers.

The major construction project to be carried forward in 1968 is installation of Unit No. 4 at Roy S. Nelson Station. Present generating capability of the plant is 384,000 kw. Completion of the 580 kw unit will nearly triple capability to 964,000 kw.

The big unit will provide power to supply numerous industrial customers we plan to connect on our lines in 1968. Also the expansion of several plants already located in our division will substantially increase their load requirements.

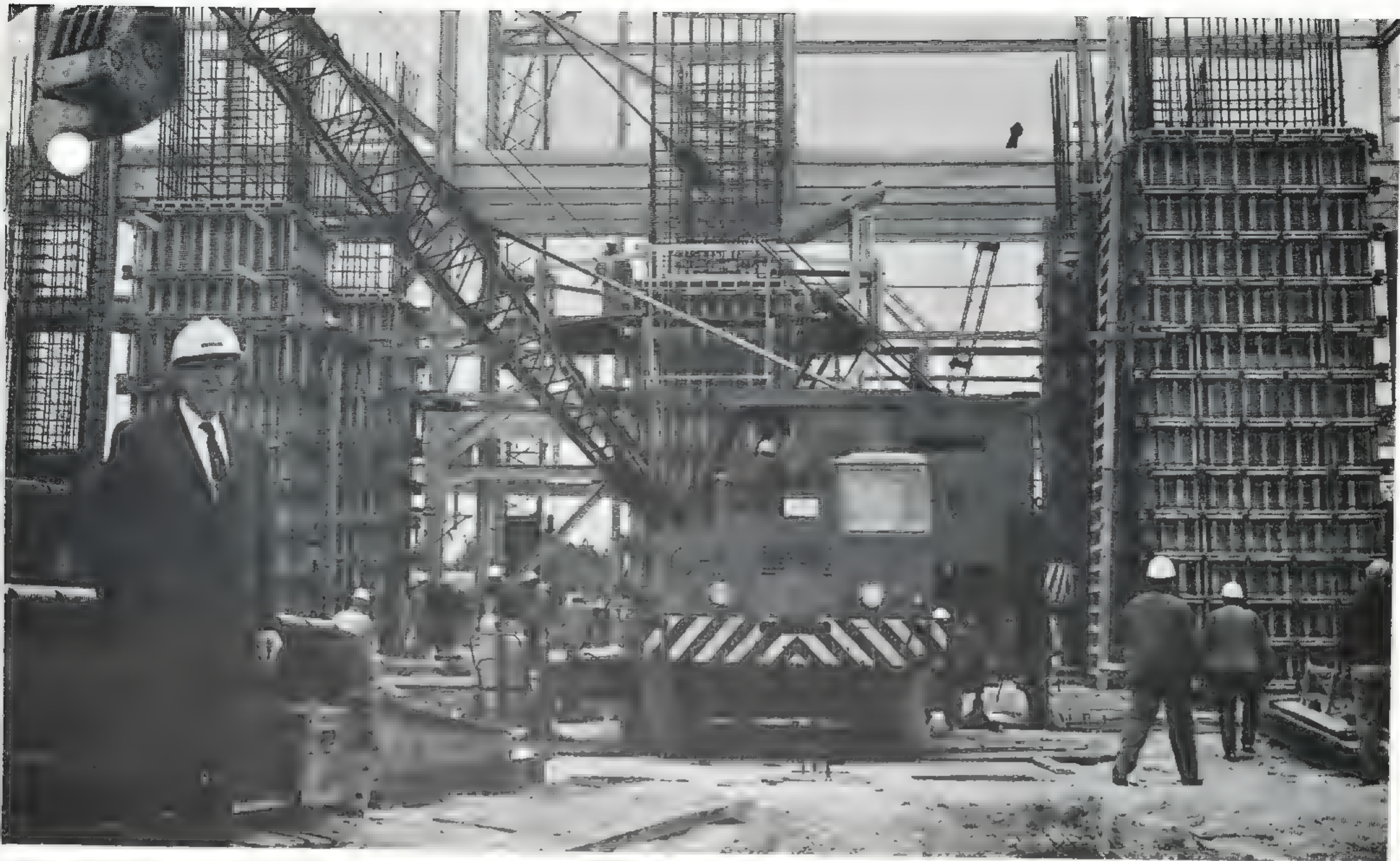
The largest projected load addition will be required by PPG Industries, Inc., which will take

43,000 kw in 1968. Continental's new ethylene and vinyl chloride plants are expected to begin operating in April with a 10,000 kw load, and two of Colonial Pipe Line's stations located at Welsh and at Krotz Springs, La. will require some 8,000 kw of additional power.

Industrial expansion is only one phase of the present growth in the Lake Charles Division. In 1968 we expect to add about 2000 new residential customers. Included will be 260 all-electric homes and apartments. More than 50 all-electric commercial buildings will also be added. A new high school in South Lake Charles is another major construction project planned this year.

Work on the Lake Charles Civic Center, which is to be constructed on a man made peninsula on the lake front will continue throughout 1968. The downtown underground network system will be extended to serve this complex.

A somewhat similar land reclamation project is now underway in the city of Lake Arthur. Construction has already begun on a \$1,800,000 program to build a 250,000 square foot fresh water swimming area as part of a 25-acre amusement and recreation park. The major portion of the park will be built



Division Manager H. C. LeVois inspects construction work on Unit No. 4 at Roy S. Nelson Station.

on a peninsula of filled land stretching out into Lake Arthur. Included in development plans are bath houses, a marina, picnic shelters and white sand beaches.

The downtown area of the city of Lake Charles will also see the completion of the Magnolia Life Building facing the lakefront. This seven story, all-electric structure in the first large office building to be constructed in our downtown area in nearly twenty years.

In other area construction, McNeese State College is planning a \$4.8 million building program. Work will be initiated in 1968 and completed in the next two or three years.

Work will continue on the extension of the 500 kv system from Richard Bulk Station to Nelson Station. The 230 kv line connecting the Carlyss and Sabine Substations is slated for completion this year and work will continue on the 138 kv loop around the city of Lake Charles. We will also extend the 69 kv line to the Industrial Canal south of Lake Charles. Our first customer there promises to be Gulf Coast Aluminum Co.

A salt water barrier will be placed in operation

on the Calcasieu River during 1968. This cement structure located above Lake Charles is an underwater dam which prevents the heavier salt water from pushing up the river to hamper irrigation of rice fields.

To improve customer service we are planning to open an office in Westlake. The office is to be staffed by a district serviceman and an office clerk.

Franchise renewals will be given considerable attention in 1968. In fact, this could be considered our No. 1 job. In the past year 10 franchises have been renewed. Within 6 years, 15 more of our franchises must be renewed, including our franchise to operate in the City of Lake Charles.

Clearly, the Lake Charles Division is looking forward to a busy 1968. The many projects we have planned for the coming months are part of our objectives to increase our load substantially while continuing to render the best possible electric service to our customers.

The unprecedented growth of the Lake Charles Division challenges every Gulf Stater here. This challenge we gladly accept.





Baton Rouge

Division

"Boom," "Growth," "Un-
matched expansion," and "mushrooming"
..."

by
J. W. Kirkland
Division Manager -
Electric Operations

"BOOM," "GROWTH," UNMATCHED EXPANSION" and "mushrooming" are all terms frequently used in media today forecasting the Baton Rouge economy in 1968. And I might add, these terms are exactly the way we at Gulf States feel about our area.

As evidence to support these predictions, I'd like to divide this report for 1968 in GSU's Baton Rouge division into four sections: (1) Industrial Outlook; (2) Commercial and Educational Development; (3) Residential Expansion; and (4) Division Construction Budget.

Industrial Outlook

As in the past, we expect new industries to continue to be attracted to our area, both north and south of Baton Rouge, along the Mississippi River. Announcements of new plants and expansions of existing ones are almost weekly occurrences in our area. The Executive Director of the Louisiana Department of Commerce and Industry predicts a \$500 million growth year for the state with a sizeable portion of this to settle in the immediate Baton Rouge area.

As of January 1, 1968, new plants and expansion programs underway on our lines will total some 325,000 kw of connected load.

Gulf States Utilities Company will enter a joint venture with the Industrial Chemicals Division of Allied Chemical Company for Gulf States to supply electric and steam requirements for a new process unit being installed by Industrial Chemicals. The installation will utilize four gas turbine units which

will generate a total of 320,000 pounds of steam per hour and 76,000 kw. In addition to the gas turbine installation, Gulf States will provide "back up" electric service for the largest unit and will also "back-up" steam requirements under emergency conditions.

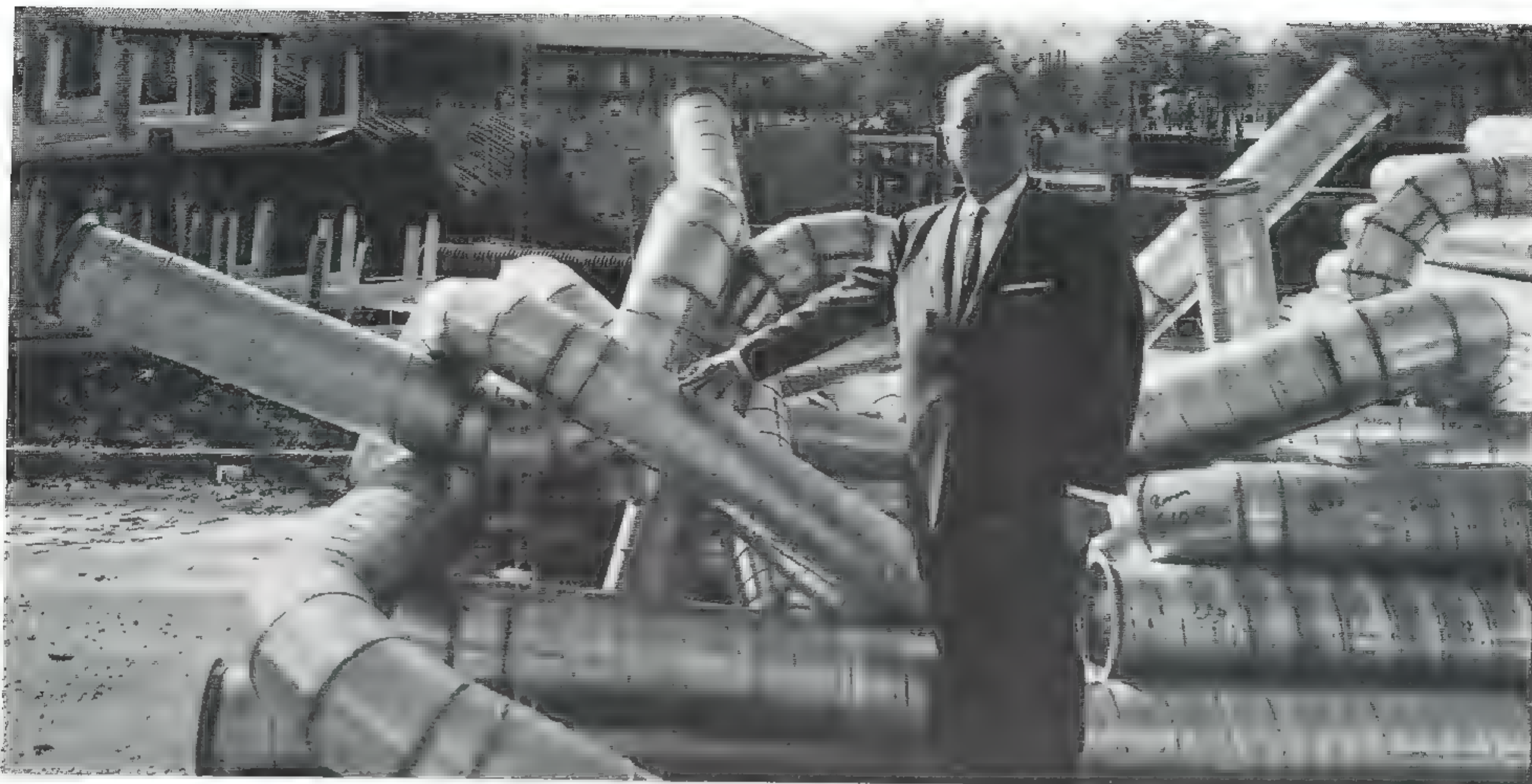
The installation of these units should be completed by approximately October 1, 1968.

Commercial and Educational Development

The spearhead of the commercial development in our area in 1968 would have to be the "return" of Baton Rouge's downtown business area. Two huge programs, the "Capitol Complex" and the "Municipal-Judicial Complex" backed up by numerous privately-owned undertakings have earmarks of revitalizing residents' interest and participation in downtown purchasing activities.

The \$206 million Capitol Complex consists of planned office buildings located near the State Capitol to house the ever-increasing needs of State agencies and employees. The first major building in the complex is the \$6 million, 14-story Education Building scheduled for completion in May, 1968. Architects are presently working on drawings, which will be released soon, on a 16-story, \$7 million "Natural Resources" building. These buildings are just the start in an effort to provide state workers with an additional 2,261,380 square feet of office space which will be needed by 1985.

The Municipal-Judicial Complex, similar to the Capitol Complex in that it will concentrate city-parish government workers in a central location,



Division Manager J. W. Kirkland, views construction work on the L.S.U. Campus.

has already undergone preliminary planning. Architects for the 10-block area, including a possible convention center, have been selected.

Highlighting privately-owned construction in the downtown Baton Rouge area is the \$10 million Louisiana National Bank Building. The 24-story structure is expected to be available for occupancy in June. Other downtown private projects planned include three high rise apartment structures and several multi-story office buildings. Of course, not all of these will be constructed in 1968, but indications are that many will at least be started.

Another factor in the "return" of the downtown business area has to be the completion, due in March, of the new Interstate 10 Highway bridge. This \$46 million span, which was started in 1963, will make the downtown area readily accessible to travelers as well as West Baton Rouge Parish residents.

Just outside the downtown area, four neighborhood-type shopping centers are already in the advanced stages of planning. Another ultra-modern shopping center, offering merchants one million square feet of floor space, is expected to start construction soon. I use these examples as indicators of what we can expect commercially.

Educational Development

The current building program at Louisiana State University is approximately \$63,800,000. Of this amount, in 1968 we expect about \$22 million to be expended. Projects will include a \$10 million auditorium, a \$7.25 million life science building, a \$4.25

million law center, a \$1.8 million classroom building plus varied other structures including a women's dormitory, men's high rise dormitory and new fraternity and sorority houses. It is anticipated that use of GSU power will triple when this construction program is completed. In addition to new construction, LSU is constantly adding to existing facilities such as the recent addition of two 750-ton chillers to their central air conditioning plant.

Southern University in north Baton Rouge recently opened a new 60,000 square foot classroom building which is fully air conditioned. Work is already underway on a \$5 million men and women's dormitory and commons building. Plans for 1968 also call for the start of still another \$1.5 million science center.

In East Baton Rouge Parish there are three new elementary and two junior high schools which will be open for fall classes. These institutions are all fully air conditioned and feature the latest in modern lighting and other electric facilities. While this by no means exhausts the list of school construction projects, it is indicative of the increased educational development which we can look forward to in 1968.

Residential Expansion

"Optimism with just cause" seems to be the key phrase outlining Baton Rouge's residential construction expectations in 1968. Reports from the area's Home Builders Association, Associated General Contractors and others, cite 1967 as 'the best building

Continued on Page 24



A Day in the Life of . . .

Jim Balshaw

COMPUTER ANALYST

JIM BALSHAW, systems analyst in the Information and Data Services Department, is a top sergeant to the all-knowing computers on the third floor in our general office building in Beaumont. Without him and his fellow analysts to deal out orders, the computers would be helpless.

"To call an analyst the brains behind a computer seems a bit far-fetched considering that these machines can contain more information than any human could assimilate in a lifetime, and that they can put this information together faster than we can even imagine at times," he said. "Despite great knowledge, though, the computer cannot think."

Thinking is the ingredient which the analyst provides the otherwise all powerful machine.

All instructions to GSU's computers are first punched into cards. These are inserted into the computer and the machine executes the instructions.

Mr. Balshaw's job is to design "programs" for computers. A program is the method by which information is processed through a computer in order that the desired results will be obtained.

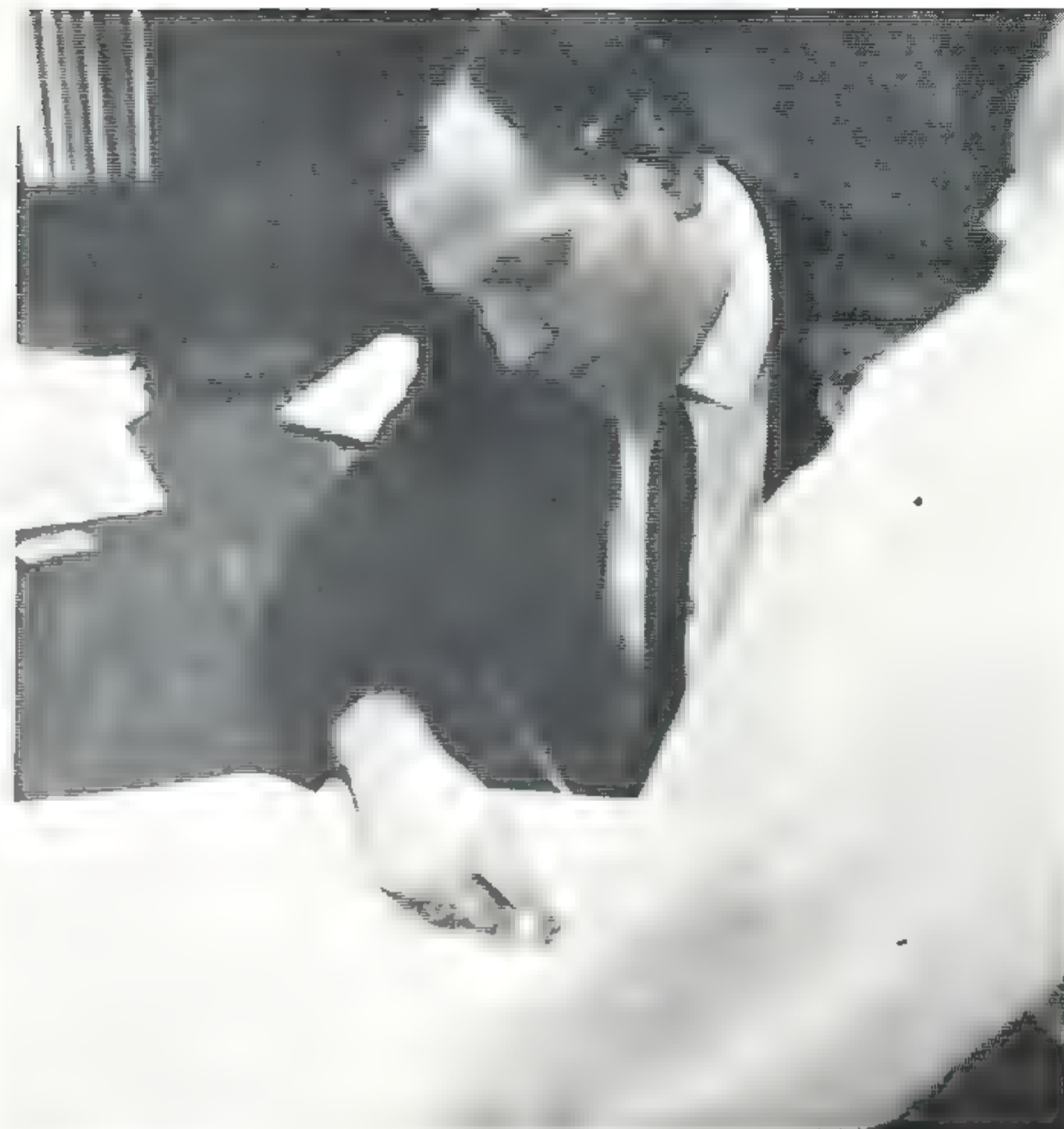
The program is the end result of several steps beginning with the moment someone has a need

Bob Fleming, project leader, (right) discusses a problem with **Jim Balshaw**, systems analyst, in the Computer Center in Beaumont.

Mr. Balshaw works out a computer program with a fellow analyst **Raleigh Cunningham**.

Larry Anderson (bottom right) confidential records accountant, and **Mr. Balshaw** check out the final result of a program.

Phil Nettleton, IBM systems engineer, outlines a complicated computer program for **Mr. Balshaw**.



to know something which the computer can help him find. In the language of the analyst this is the "problem."

COMPUTER TALK

computer language — a series of symbols, each of which gives an instruction to a computer. For example a card with the letters MVC punched into it would cause a computer to move information from one location to another.

characters — an elementary mark such as the letter A, B, or C or numbers such as 1, 2, or 3.

operating system — a group of supervisory computer programs which handle various computer functions.

disc operating system — a name given to a certain type of operating system.

available machinery can solve it.

Once a problem is found workable, a "flow chart" or a detailed step-by-step sketch of how the computer will work to solve the problem is drawn. The program must then be translated into the language of the computer so that the machine can understand the instructions given it. Thus the program becomes a large pile of punched cards.

Two different computers are utilized by the Company. The Model 30 operates under DOS or "disk operating system" and the Model 40 operates under OS or "operating system." The model 40, the larger unit, is capable of storing 128,000 characters of information and will soon be updated to a storage capacity of 256,000 characters. It utilizes this information at a speed of 800,000 characters of information per second.

The smaller DOS unit has a storage capacity of 64,000 characters. It is capable of printing some 1,500 lines per minute or about 200 payroll checks per minute.

Mr. Balshaw feels he is in the perfect job. Although he graduated from **McNeese State College**

Continued on Page 24

The next step, leading to the program, is "investigation." In this phase the analyst must learn exactly what the problem is and decide how the

SERVICE AWARDS

FORTY YEARS



Henry C. LeVois
Executive
Lake Charles

THIRTY YEARS



S. A. McKenzie
Production
Louisiana Station

TWENTY YEARS



Eunice E. Byrd
T & D
Lake Charles



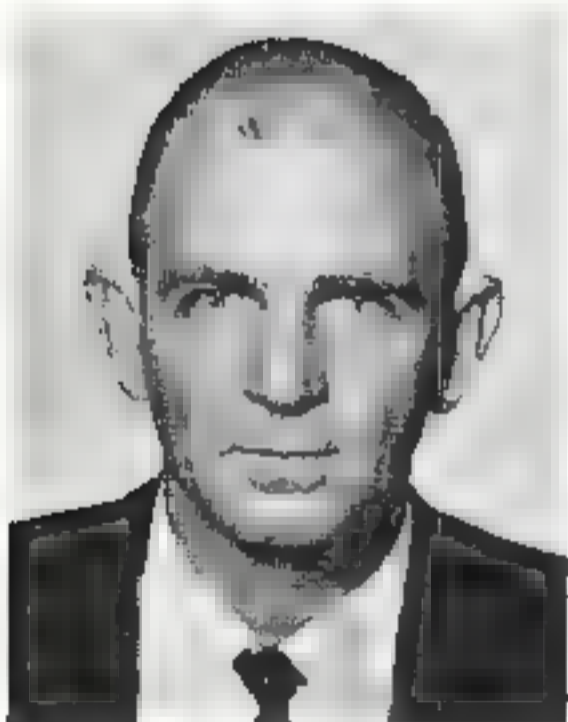
F. G. Dupree, Jr.
T & D
Conroe



J. P. Forrest, Jr.
T & D
Lake Charles



Louis Gradnigo
T & D
Lake Charles



C. J. Gray
T & D
Lake Charles



R. L. Parks, Jr.
T & D
Lake Charles



D. R. Tyler
T & D
Lake Charles

TEN YEARS



Lewis Charles
T & D
Lake Charles



Louis D. Clarke
T & D
Lake Charles



P. D. Conner
T & D
Lake Charles



L. N. Saltzman
T & D
Lake Charles



R. L. Stewart
T & D
Lake Charles

LETTERS

From employees, customers and friends of GSU

BATON ROUGE

Gulf States Utilities Co.

Baton Rouge, La.

Dear Mrs. Guthrie:

It was certainly a pleasure to have you assist in our 4-H Electric Agent Training meeting. The presentation you gave with the study lamp kits was well received.

I hope to have the opportunity to work with you again soon. If I can help you with your program, please let me know.

Sincerely,

Dennis R. Stipe

Associate Specialist

Agriculture Engineering

LAFAYETTE

Gulf States Utilities Company

Lafayette, La.,

Attention: Mr. John W. Lamm,

District Superintendent.

Gentlemen,

It seems to me as if an era has ended. No longer will I get my electric current from Gulf States Utilities, after more than forty years of excellent service and wonderful public relations.

The late Dr. Louis Leonpacher brought me to Lafayette as his bride in March, 1927, and I had kerosene lamps for lighting, a kerosene stove for cooking, and an "ice" ice-box. Your high-line from Beaumont to Baton Rouge passed not far from our property on the Pin Hook Road, and Dr. Leonpacher was instrumental in getting Gulf States Utilities to tap this line and furnish the Pin Hook Road, up to the Pin Hook Bridge, with electric power, beginning about September, 1927.

We have had many good friends at Gulf States, including among others N. G. Carpenter, C. M. "Scotty" Scott, Elmer Sudderth, and Kelly Powell, to mention just a few. Thanks again and

the best of luck to Gulf States Utilities and its employees.

Yours truly,

Mrs. John S. Doba, formerly

Mrs. Louis Leonpacher.

BEAUMONT

Gulf States Utilities Co.

Beaumont, Texas

Dear Mr. Lee:

Let me commend one of your employees, Mr. Morris "Dude" Johnson. Gulf States is indeed fortunate to have a man like him.

Mr. Johnson gave some five or six hours of his time to preparing and cooking a fish supper for our Brotherhood last Monday night. I am aware that this was done of his own free will and not by complying to a job responsibility. Because this is true, we wanted you to know how thankful we are.

We also appreciate your company permitting us to use the two deep fryers. Thanks for your generosity.

Yours sincerely,

E. Richard Steel

Gulf States Utilities Co.

Beaumont, Texas

Dear Mr. Richard:

Thank you for your letter with regard to the proclamation of "Edison Science Youth Day."

Please be assured that I regard this as a very important promotion and that I have granted Mr. Cisler's request for such a proclamation and it is en route today to him.

I certainly appreciate your interest in this matter.

With kindest regards,

Sincerely,

John Connally

LAKE CHARLES

Gulf States Utilities Co.

Lake Charles, La.

Dear Sir:

Please accept my thanks for the kindness and concern shown me on Christmas morning when my oven burned out. The employees meeting my emergency were very kind and cooperative. I believe they deserve a hand of congratulations on having to leave their families on Christmas morning to help another as they did.

Yours truly,

Wm. E. Lyford

JENNINGS

Gulf States Utilities Co.

Jennings, Louisiana:

Dear Carolyn:

Those of us representing the Hoe & Hope Garden Club, who were privileged to assist in the 1967 "Festival of Christmas Lights" sponsored through the courtesy of the Gulf States Utilities Co., under the direction and supervision of three outstanding representatives, Miss Carolyn Mayer, Mr. Martin Wagnon and Mr. John Bordelon, were indeed fortunate.

The project was perfectly planned in every detail down to the last crumb of Rum Cake.

We, the citizens of Jennings and surrounding community, are grateful and highly commend you for your special efforts in helping and encouraging such Christmas beauty, giving to each and everyone the good old feeling of peace on earth, good will to all.

We are looking forward to Christmas 1968 and predict a much bigger and better showing.

Wishing you the best of everything that life may offer,

Sincerely,

Hoe & Hope Garden Club

Ora J. Miguez

Reddy Coated Invaders Highlight Quarterly Management Meetings

An invasion of "Reddy Coats" highlighted the first series of Quarterly Management Meetings for 1968.

The meetings, held January 29, 30, and 31, at Lake Charles, Baton Rouge and Beaumont respectively, announced the Company's 1968 sales program.

System Sales Department personnel on the program wore red blazers similar to ones to be worn by Company salesmen during special campaigns throughout the year. The red coated teams will move into specified areas spreading the word of the advantages of converting heating from gas to electric.

Lionel Dugas, vice president and general sales manager, opened and closed each program. He recapped 1967 sales results noting that, despite unseasonably cool weather last summer, we increased our residential revenue by 7.82 per cent.

He also noted that 1967 had seen a 9 percent increase in commercial sales and that industrial load increases for the past year set a new record.

Mr. Dugas listed 1968 sales goals as 225,000 kw in new industrial load, adding 3,930 kwh per customer in commercial load and increasing our load to 7,565 kwh per residential customer.

At each of the meetings President Werner briefed those in attendance on the state of the Company. He noted that our construction budget of \$133,750,000 is the largest in Company history and called for increased cost awareness in the months ahead. He also urged all Company personnel to join the Sales Department in their efforts to spread the word of the benefits of electric living among their friends and acquaintances.

Residential Sales

Victor Gayle, system superintendent of residential sales, explained the Company's residential sales program for 1968.

He noted that an upward trend in the sales of all appliances is predicted by

dealers and other observers of the market despite the Vietnam war and the national election.

The department has scheduled special campaigns for the sale of certain appliances. The first of two electric dryer campaigns is now underway. Mr. Gayle also noted that 1968 plans include continued aggressive promotion of the total electric concept in home building with generous wiring allowances used as incentives.

Public and Political Relations

Jim Turner, director of public relations, told of pending or anticipated national legislation of concern to our industry and GSU. Mr. Turner noted that the 90th Congress has been called on by President Johnson to enact the Federal Power Commission's "reliability" bill. This bill, he said, would hamstring our industry because it would give the FPC authority to decide how we must plan and build our system. Delays would come and service would suffer because FPC approval would be needed

to build certain high voltage transmission lines.

Mr. Turner also explained how Federal Electric Bank legislation is of concern to all Gulf Staters. The bill died last year and the industry is proposing, in its stead, a guaranteed loan approach that will provide financing for co-ops, without giving them a blank check.

With the aid of slides, Mr. Turner summarized the recent customer survey taken by the Company. He noted that in most areas we are well thought of by our customers while in a few others there is much room for improvement.

As regards the Public Relations program for 1968, Mr. Turner said that we would work toward informing employees on political issues and encouraging them to keep in touch with their elected officials. We will continue to work closely with area news media in informing the public about the Company.

The Speakers Information Program is gaining momentum and Public Relations advertising will inform customers of the

Continued on Page 22



These Reddy Coated gentlemen highlighted the recent Quarterly Management Meetings held Jan. 23, 30 and 31. They are, from left, Bill Richard, superintendent of industrial sales, Victor Gayle, superintendent of residential sales, Herschel Mathews, director of advertising, Eldon Werner, president, Lionel Dugas, vice president and general sales manager, and Jim Turner, director of public relations.

Top Salesmen of 1967 Are Feted at Meetings

Sales Awards for the past year were presented at the first Quarterly Management Meeting for 1968.

Awards were presented as follows:

Lake Charles Meeting—

Ed Hodges and Henry LeVois—receive an award from president Werner for having achieved the largest percentage of their residential load building quota for 1967.

Wilfred Broussard—residential salesman of the year for the Lake Charles Division.

Merle Johnson—received an award in recognition of an outstanding job in residential sales before moving to industrial sales.

Malcolm Williams—industrial salesman of the year for the entire system.

Virgil Fuselier—commercial salesman of the year for the Lake Charles Division.

Baton Rouge Meeting—

Julius Courtney—residential salesman of the year for the Baton Rouge Division.

Walter Benjamin—commercial salesman of the year for the Baton Rouge Division.

Beaumont Meeting—

Silsbee District—Kilowatthour Award for 6,500 kwh per residential customer.

Beaumont Division—Kilowatthour Award for 7,000 kwh per residential customer.

Jack Ogden—residential salesman of the year for the Beaumont Division.

Pete Albritton—residential salesman of the year for the Navasota Division.

W. M. Ingwersen—residential salesman of the year for the Port Arthur Division.

Joe Bailey—commercial salesman of the year for the Navasota Division and the entire system.

Ray Pace—commercial salesman of the year for the Beaumont Division.

Buck Elkins—commercial salesman of the year for the Port Arthur Division.



A group of Explorer Scouts from Port Arthur, Orange and the Mid-County area toured the computer section at the Beaumont office Feb. 5. Kit Evans, supervisor of information and data service for GSU, conducted the tour. Addressing the group of 12 scouts and 5 advisers after the tour were Leonard Nunez, computer operator, and Joe Hopkins, system analyst. The talks were illustrated with color slides and brochures.

Jim Stelly, Gulf States sales superintendent for the Port Arthur division, introduced the program.

Sympathy to . . .

Glenn E. Richard, chairman of the board, on the death of his mother, Feb. 18 in Beaumont.

Ben Exner, Baton Rouge general line foreman, on the death of his mother Feb. 21.



Talk About high voltage house power. This photo (courtesy SLEMCO Magazine) makes it appear this Lafayette area home is being served directly from our 500,000 volt line that connects the Baton Rouge and Lake Charles division.

Gulf Staters in the News

- **C. A. Ibach**, superintendent at Sabine Station, was recently elected to the board of directors for the Orange Corps of the Salvation Army. J. S. Rogeau, distribution supervisor at Orange, was named vice-chairman of the group and Cecil Nantz, retired distribution supervision at Orange, was named secretary.
- **Ed Hodges**, Lake Charles Division Sales Superintendent, was recently elected to the Board of Directors of the Lake Charles Country Club; he was also elected Secretary of the Board.
- **E. A. Baumgartner**, supervisor of relay design and coordination, had an article published in Transmission and Distribution Magazine in January. The title of the piece was Transient Protection of Pilot Wire Cables is Essential for Reliable Operation.
- **J. C. Siddall**, district superintendent at Mid-County, was elected to the board of directors of the Chamber of Commerce of Nederland, Tex.

G. S. Cannon Promoted Moved to Baton Rouge

George S. Cannon has been transferred from Beaumont to Baton Rouge and promoted to operating superintendent in the electric transmission and distribution department.



The promotion is effective March 1.

Mr. Cannon, formerly system supervisor of production planning in Beaumont joined Gulf States in 1948 in Baton Rouge following graduation from Louisiana State University with an electrical engineering degree. The Baton Rouge native was transferred to the Navasota Division in 1949.

After six years in the Navasota Division, he was promoted to division engineer in 1954.

Mr. Cannon was transferred to Beaumont two years later as a standards engineer, and then named project engineer for the Lake Charles division.

He was promoted to staff engineer in system operations in 1960, and was made supervisor of standards in 1962 before being promoted to supervisor of production planning in 1964.

He attended the Georgia Tech management training program in 1965.

Mr. Cannon is married to the former Rita Braud of Baton Rouge and they have four children, Cynthia, 19, Cheryl, 17, Layne, 15, and Stewart, 13.

He holds memberships in the Beaumont Chamber of Commerce and the Institute of Electrical and Electronics Engineers.



Longtime Gulf Stater "Red" Hornsby Retires

A longtime member of the Gulf States family retires from the Baton Rouge Division March 1, when F. G. "Red" Hornsby, electrical operating superintendent, ends an active 43 year career with the Company.



Mr. Hornsby, a native of Grangeville, La., was raised around Lutchter, La. and is a graduate of Lutchter High School. He joined the Company in 1924 after operating an automobile garage for several years.

"When I joined the Baton Rouge Electric Company they gave me a job testing meters because of my experience rewinding motors," he said. "You couldn't just go out and buy a new motor in those days, so we always rewound them."

Mr. Hornsby also recalls attending night school at LSU when the university was located at the site presently occupied by the Louisiana State Capitol building.

"When the university moved to the new campus I moved with it. Some of us night school students were the last to attend class in the old buildings," he recalls.

Mr. Hornsby also spent part of his career on a service truck installing meters. He later was on the trouble truck.

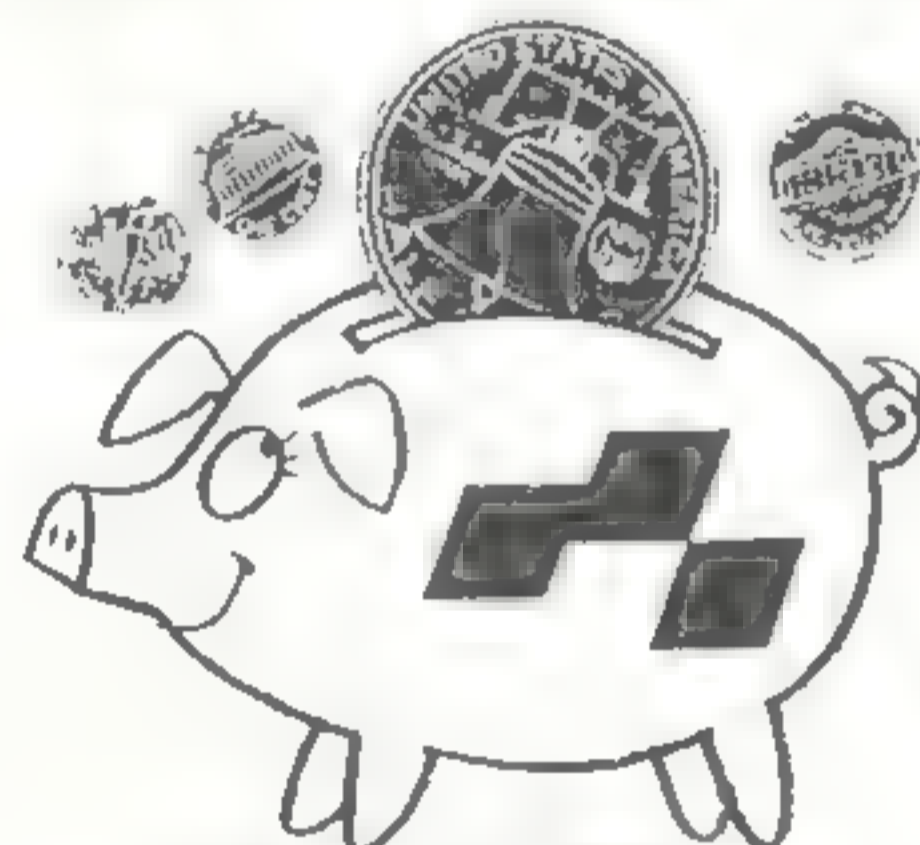
"I was on the trouble truck when radios first came out," he says. "We used to have to go out and look for interference. Electric street cars gave us fits with their D. C. current."

Later Mr. Hornsby served as foreman, supervisor and superintendent of the Meter and Service Departments. He was made operating supervisor in 1952 and he achieved his present position in 1965.

He is married to the former Beatrice Boudreaux of Napolconville, La., They have three grown children and one granddaughter.

Mr. Hornsby has been active in civic affairs in and around Baton Rouge for many years. He is past president of the Baton Rouge Kiwanis Club, past grand officer of United Commercial Travelers, and past president of the Baton Rouge section of the Louisiana Engineering Society.

He is presently a member of the Baton Rouge Chamber of Commerce, Capitol Lodge 299 Masonic Order and the Board of Trustees of Istrouma Methodist Church which the family attends.



Thrift Plan

PURCHASES OF GSU stock made by the Trustee during January, 1968, covering employee deductions and Company contributions through December, 1967, were as follows:

4,384 shares of Common stock at a total cost of \$120,462.30 or an average cost per share of *\$27.478.

149 shares of \$4.40 Preferred stock at a total cost of \$11,049.81 or an average cost per share of \$74.160.

* Average brokerage and commission approximately \$0.30 per share.

The Trustee also deposited \$9,853.20 with the Savings Department of the First Security National Bank of Beaumont.

Louisiana Station Gets Safety Award

Two safety awards were presented at a safety meeting Jan. 11 at Louisiana Station upon the completion of 3,000,000 man-hours without a disabling injury.

The awards were presented by the National Safety Council and the Edison Electric Institute.

The accident-free period represented by the awards ran from April 30, 1960 to Nov. 13, 1967. The presentation was made to station personnel by Robert Robertson, system production manager. Accepting was J. D. Fleming, superintendent at the plant.

Available records show that this is an all time safety record for a GSU power plant.

Ralph Shirley, safety representative for the Baton Rouge Division, noted that Louisiana Station personnel are doing a wonderful job of working safely. "There are some fine men and women at Louisiana Station and they're really doing a fine job," he said. "We only ask that they continue."

The awards will be displayed at the station.



R. O. Wheeler (right), vice president Baton Rouge Gas Operations, receives a resolution of appreciation from the Louisiana Manufacturers Association. **Ford S. Lacey**, executive vice president and secretary of the association, makes the presentation.



Robert Robertson, system production manager, Beaumont, presents two safety awards to Louisiana Station personnel for working 3,000,000 man-hours without a disabling injury. Pictured above at the safety meeting during which the award was made are, from left, Gary Diamond, test technician first class; James Spears, special laborer; James Perry, repairman first class; Mr. Robertson; John Fleming, plant superintendent, (holding the National Safety Council plaque); Alonzo Sandifer electrician first class, and Pauline Miller, stenographer.

Wheeler Honored With Resolution

R. O. Wheeler, vice president in charge of gas operations in Baton Rouge, was recently honored with a Resolution from the Louisiana Manufacturers Association.

Ford S. Lacey, executive vice president and secretary of the association, made the presentation to Mr. Wheeler at our Baton Rouge general office.

Mr. Wheeler was cited for his distinguished work as treasurer and chairman of the organization's Budget and Finance Committee in addition to his being a member of the Board of Directors and the Executive Committee.

The tenure of Mr. Wheeler's service to the association was cited as almost seven years. The resolution further pointed out that during Mr. Wheeler's term of service "the association has shown the greatest growth in its history, both in membership and budget."

The resolution was unanimously adopted by the Association's Board of Directors at a recent meeting held in Baton Rouge.

Retired Line Foreman Dies at Port Arthur

Funeral services were held Jan. 29 for retired line foreman **L. V. Homuth**, 64, of the Port Arthur Division.

Death came for the veteran Gulf Stater as the result of a sudden illness Jan. 26. He died in the office of a Port Arthur physician.



L. V. Homuth Arthure. He was a native of LaGrange, Tex.

He progressed to lineman in 1924 and was promoted to subforeman in 1937. He was elevated to line foreman in 1939.

Mr. Homuth was a member of the Methodist Temple and Optimistic Retired Citizens Club in Port Arthur.

Survivors include his wife, the former **Adell Donham** of Smithville, Tex.; a son, **B. L. Homuth** of Beaumont; and a sister, **Mrs. Minnie Lea Levy** of Smithville.

Ener, Franklin Promoted; Green Transferred, Promoted

Two promotions in the Accounting Department and one promotion and transfer from the Internal Audits Department to Beaumont Division Accounting became effective Feb. 1.

Norman W. Ener, Jr., formerly supervisor of system billing records, was moved up to customer accounting coordinator; Terrell G. Franklin, formerly supervisor of customer accounts in Beaumont, became supervisor of system billing records, and Richard T. Green, formerly internal auditor in the Internal Audits Department, was transferred to Beaumont Division Accounting and promoted to supervisor of customer accounts.



Norman W. Ener

Mr. Ener, a native of Hemphill, Tex. and a graduate of the Hemphill schools, was graduated from Baylor University in 1951 with a bachelor of business administration in accounting.

Mr. Ener and his wife, the former Mary Helen Kellan of Beaumont, have two children; a son, Wesley, and a daughter, Suellen. They are members of the North End Baptist Church where he is superintendent of the eighth grade Sunday School.

In 1954 Mr. Ener joined the Company as a senior accounting clerk in Beaumont. A month later he was named senior billing clerk. In 1956 he was made assistant supervisor of system billing records and in 1964 he became supervisor of system billing.

Prior to coming to work for our Company, he served in the U. S. Marine

Corps for two years.



Terrell G. Franklin Mr. Franklin has been supervisor of customer accounts in Beaumont since 1963. A native of Beaumont, Mr. Franklin joined our Company in 1956 as an accounting clerk in Beaumont. He was made a junior accountant in November of 1957, working in various departments from then until being promoted to an accountant in November of 1961.

He was graduated from Beaumont High School in 1948. After spending two years in the Navy, he attended the University of Texas and Stephen F. Austin, graduating from the latter with a degree in business administration in 1954.

Mr. Franklin is married to the former Patsy Kendrick of Nacogdoches, Tex. and they have three children; John Glenn, 8, Terry Ray, 7, and Shelly Ann, 3. The family attends Calder Baptist Church in Beaumont.

Mr. Franklin is a member of the Beaumont YMCA. He is also an active member in the Beaumont YMBL.



Richard T. Green Mr. Green joined our Company as a general clerk in Accounting in 1959. He was made an internal auditor in 1965. A native of Beaumont, he was graduated from Lamar Tech with a bachelor's degree in Business Administration in 1964.

He is married to the former Anne Sue Willis of Beaumont. They have two children; Cindy is 5 and Ricky is 1½.

The family attends the First Baptist Church where Mr. Green teaches a primary Sunday school class.

Management Meetings

Continued from Page 18

advantage of being served by an investor-owned company in the year ahead.

Industrial, Commercial and Area Development

W. E. Richard, superintendent of industrial and commercial sales, summarized the sales record of his department for the past year. He noted that Baton Rouge had accounted for 45 percent of our 1967 load growth.

Looking ahead to 1968, Mr. Richard said that the commercial program is geared to increase kwh use per commercial customer by 10 percent or to 43,132 kwh. In industrial sales, Mr. Richard said 225,000 kw of new load will be added by customers already on our lines, and an additional 85,000 kw is anticipated from 15 large new industrial customers.

Area development will also be a major project for the Commercial and Industrial Sales Department in 1968. The goal for the year is 20 new industrial customers which will add 1,200 kw and provide 200 new jobs.

Herschel Mathews, director of advertising, outlined in a brief slide-illustrated talk, his department's 1968 plans. Mr. Mathews noted the importance of market research in the field of advertising. The Company has recently set up such a program.

The heating conversion market was one topic covered by a survey conducted recently. Through a listing of the results of this portion of the survey, Mr. Mathews demonstrated the value of our market research program.

Also, in the year ahead, the Advertising Department plans to use advertising specifically aimed at a particular market segment.

SAM



Kelley High School Gym in Beaumont was the scene of a hotly contested basketball game between the Information and Data Services Department and the Treasury Department, both of the Beaumont office. The contest came as the result of a challenge issued by IDS to Treasury. When the last point was chalked up, however, the score read 40 to 29 in favor of Treasury. IDS has since notified Treasury that the original challenge was on the basis of the best two out of three.



A series of Sales Kickoff Meetings generally announcing 1968 residential sales plans to dealers and opening the current clothes dryer campaign were held across the system in January. Included in the dinner meetings was a skit wherein a young "mod" housewife contrasted the advantages of an electric dryer with those pointed out about the gas dryer by a hippie. The theme of all the meetings was "L.S.D.", meaning in this context, Let's Sell Dryers. Pictured at right at the Jennings skit are Sue Hoffpauir, Lafayette home service adviser, and Robert Broussard, residential sales representative in Lake Charles. Shown presenting the skit (above) at the Beaumont meeting are Gene Tillery, as the hippie, and Charles Decuir, both residential sales representatives in Beaumont.



E. P. Madsen Retires At Louisiana Station

Edward P. Madsen, master electrician at Louisiana Station, ends a 24 year career with the Company when he retires March 1.



Edward P. Madsen "I had quite a bit of experience working for a rubber plant when I came to the Company," he says. "It was most unusual for them to hire a man and make him first class right away but they made an exception in my case."

Mr. Madsen says there wasn't much at Louisiana Station back when he started working for GSU. "We were only operating six units back then and today we have thirteen," he recalls.

Mr. Madsen is a graduate of Fairview Consolidated High School at Alta, Iowa. He is married to the former Erline Perry of Denham Springs, La.

The Madsens have one son, who is a state trooper at Ruston, La., and two grandsons.

Mr. Madsen has no carefully laid retirement plans other than a trip to Iowa to visit his family. A visit to Canada to see Mr. Madsen's brother, whom he hasn't seen since his father's funeral in 1932, is also planned.

"Other than the trip back home we haven't made many plans," said Mr. Madsen. "My wife and I both like to fish a lot and I feel this will take up a large part of our time."

Mr. Madsen noted that he's always been very well satisfied with his career at Gulf States. "It's been a very fine place to work," he said.

SAM

Baton Rouge Division

Continued from Page 13

year in Baton Rouge history . . . and 1968 should be another good year."

One of the "just cause" reasons for this optimism could be our own experience since January 1. A thirty-day tabulation of inquiries and plans submitted to GSU for high rise and garden type apartments has already surpassed the total number of inquiries for like-type units during the entire year of 1967.

One project alone, announced on January 15, calls for the initial and immediate construction of 100 garden-type units. The final complex, when completed in stages over the next three years, will have 1,000 units.

Single family dwellings appear to be accelerating rapidly due to the increased development of subdivisions. In 1968, ten large subdivisions in our area, incorporating from 100 to 700 lots each, will

Computer Analyst

Continued from Page 14

at Lake Charles, La. with a degree in Business Administration, the Port Arthur native says, "I had been interested in computers for some time and when the Company gave me the opportunity to attend computer programming school I was ready to go.

"Computers offer me the type of challenge I've always wanted."

Mr. Balshaw has been an analyst for the last two years. He was in the Accounting Department before that and prior to joining the Company he was a salesman for a business machines firm.

The field of computer technology is growing at a tremendous rate. Because of this Mr. Balshaw and his fellow analysts frequently attend short computer courses of several weeks duration.

"If you're going to tell computers what to do you have to be sure you know more than the machine. It takes a lot of studying just to keep up with them," he said. ■

become a reality, barring any unforeseen circumstances.

1968 Division Construction Budget

I think it goes without saying that with the extremely favorable expectations of industrial, commercial, educational and residential expansions in construction that our own facilities to meet these needs must be expanded.

A record construction budget of \$54.5 million for the Baton Rouge Division is a good indicator for an economically attractive year. Part of this money will be used to complete projects started in 1967 but almost all of it will go for facilities to serve new load. Construction will continue in 1968 on the 580,000 kw unit No. 3 at our Willow Glen Generating Station. Some seventy-one miles of transmission lines and eleven new substations are scheduled to be built, and twelve existing substations will be increased in capacity.

A new letter combination in the Baton Rouge Division is URD . . . Underground Residential Distribution. URD is a modern and attractive method of providing electric service. But, it's also higher in cost when compared to overhead distribution. At the close of 1967, some 1,478 residences were utilizing underground systems with underground service available to over 1,650 additional building lots. In 1968 we expect this number to greatly increase.

New customers during 1967 accounted for 43.5 per cent of the customer growth in the entire Gulf States Utilities system.

Electric energy usage by residential customers in the Baton Rouge Division in 1967 was increased by 416 kwh per customer over 1966. This increase was the highest of any division of our Company and exceeded the system average by 52 kwh.

We expect the trend in customer growth and increased electric energy usage to continue in 1968.

Governor McKeithen recently stated that he expects the economy in Louisiana to "boom" in 1968. We in the Baton Rouge Division are prepared to take care of our part in that boom. ■



Receiving the President's Life Saving Award from Mr. Werner at the recent Quarterly Management Meeting in Beaumont was Paul Lamar, substation mechanic first class. Mr. Lamar saved the life of a fellow worker injured as the result of contact with a bare connector on a 4,000 volt cable on Nov. 21, 1967. The recipient applied mouth-to-mouth resuscitation to his co-worker until the man was fully conscious and breathing normally.

Also speaking at the meeting was S. L. Stelly, system safety director. Mr. Stelly noted that during the five year period just ended the Company had an accident frequency rate of 1.51 accidents per million man hours worked. This is some four points below the national average for the same period.

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Lake Charles Mayor James E. Sudduth (left) shakes hands with Mr. H. C. LeVois, Lake Charles Division manager, in front of a billboard erected by the Company to publicize the Tourist Bureau for the city. Also present are Jerry Marchand (far left), general manager of Lamar Advertising Co. which designed the sign, and C. C. Hightower, plant manager of Olin-Mathieson's chemical division plant in Lake Charles, which donated use of the land for the billboard.

Don Robbins, 34 Taken By Death

Death came for Don Ray Robbins, 34, at Beaumont's Baptist Hospital Feb. 8.



Mr. Robbins, a native of Little Rock, Ark., joined the Line Department in 1956. He worked his way up through the department and was a lineman first class.

Don Ray Robbins Mr. Robbins was a graduate of Fort Smith High School in Fort Smith, Ark.

He was a member of Masonic Lodge 755 in Fort Smith, Ark. and was a Scottish Rite Mason. He was a member of the official board of Roberts Avenue Methodist Church and was a veteran of the Korean War.

Survivors include his wife, Mrs. Jesslyn Robbins; two daughters, Donna and Diana Robbins; two sons, J. Martin and Mitchell Robbins, all of Beaumont; his parents, Mr. and Mrs. Martin L. Robbins of Fort Smith, Ark. and a sister, Mrs. Doris Hampton of Fort Smith.

SAM



H. J. Sutton, consulting engineer, reported on the development, construction and method of operation of Toledo Bend Dam hydroelectric generating facilities Jan. 17 at a meeting of the Institute of Electrical and Electronic Engineers. The meeting was held at the Beaumont Service Center. Generation of electricity at the Dam will be remotely controlled from the system dispatching center in the Beaumont office.



As part of National Electrical Week observances February 11-17, GSU presented the student chapter of IEEE at the University of Southwestern Louisiana with pictures of GSU crews in action. The pictures will be hung in a former engineering lab room given the chapter for refurbishing as a lounge. Lafayette District Superintendent J. W. Lamm, fourth from left, made the presentation. From left are Eugene Schoenfeld, student chapter secretary; Dr. Felix Boudreaux, head of the electrical engineering department; Dr. Robert Young, chapter faculty advisor; Mr. Lamm; Brad Hamilton, chapter vice president and Roy Cosse, chapter president.

BEAUMONT

Two new Residential Sales Representatives recently joined the Company here. They are Jerry McLaughlin and Jerry Arnold. Welcome boys.

Miss Sue Hawthorne, home service adviser, became the bride of Floyd Kendall Feb. 1. The couple honeymooned briefly in Galveston, Tex.

Juanita Perkins



Paula Lewis is the rosy cheeked lady in the photo above. She is the four-month-old granddaughter of Paul Saey, credit and collection, who is justifiably proud. Paula's parents are Mr. and Mrs. Don Lewis of Ft. Neches, Tex.



A party was held in honor of Cookie Evans (cutting cake) Feb. 8, who left the position of steno for the second floor to become an airline stewardess.



Melanie DeJean, a junior at Forest Park High School and vice-president of her class, is one of 14 top high school violists in Texas selected for the All-State Symphony Orchestra. The orchestra performed in Austin Feb. 10.

Melanie, the daughter of Joe DeJean, system supervisor of residential sales promotion, holds the principal viola chair in her school's orchestra. She is also second violist in the adult section of the Beaumont Symphony Orchestra.



A going away party was held on the eighth floor Feb. 5, for Joe Warren. Joe left the residential sales department to return to Votaw, Tex., his home town, and help his father in the family store there. Joe is shown above receiving a gift from Ralph Spafford, supervisor of residential sales.

Jean Staub, Clerk in General Accounts, left the Company Jan. 26 to return to Lamar Tech. Jean will receive her degree in mathematics in August.

Lynn Hardy



The lady holding the fancy Reddy Kilo-watt cake is Marcia Cavett who left the IDS department Feb. 2. Marcia is moving to Dallas where her husband, a recent Lamar Tech graduate, has a position with Southwestern Bell. The cake was made by Mrs. Delma Weiler, Marcia's mother, who makes cakes professionally.



Mary Snowden was the honoree at a recent retirement party in the demonstration kitchen. She is shown with her former supervisor, M. A. Merchant, supervisor of Records Management.

Congratulations to Linda Haynes, key punch operator, on her marriage to Don Livingston, Jan. 5. The couple honeymooned in New Orleans and Pensacola, Fla.



Sandra Thomas was the honoree at a cake and coffee party Feb. 2 as she departed the Administrative Services Department on the 16th floor to await the arrival of the stork. She received several nice gifts.

Betty Edminston

SILSBEE



Carolyn Williams is pictured above as she became Mrs. Jimmy Dan Perkins. The wedding was held at the First Baptist Church of Silsbee, Dec. 30. Carolyn is the daughter of Leon Williams, serviceman.

ORANGE

Welcome to Neva G. Risener, a temporary clerk in the accounting department who will assist in a reroute job of the Orange District meter reading routes.

Alice Pell took one week of her vacation Jan. 9-15. She spent it resting.

Reba Willey of the Sales Department has joined the proud grandparents club. Her son, Bobby Jack Willey, and his wife, Sharon, recently presented Reba with a baby granddaughter, Tracy Lynn.

J. O. McCune of the Sales Depart-

ment gained a son-in-law recently when his daughter Jeanie married Kenneth Howard.

Eugene Koci of the Sales Department was recently named to head the Civic Affairs Committee of the Orange Chamber of Commerce.

James E. Dowies, customer accounts, was recently elected to the Board of Directors of the Greater Orange Area Chamber of Commerce. He took office in January.

Davie Carpenter

DAYTON



A retirement part was held Jan. 31 for Tennie S. DeVore at the Dayton office. Mrs. DeVore is shown with four district superintendents with whom she worked during her long and eventful career with the Company. From left are Ed Granau, retired vice president and Lake Charles Division manager, Lloyd Brannan, district superintendent at Dayton, C. R. Brinkley, district superintendent at Cleveland, and Aubrey Sprawls, director of area development and formerly district superintendent at Dayton.

PORT ARTHUR



Shown enjoying her first Christmas is six-month-old Denise Caloway. Denise is the daughter of George and Ruby Caloway. George is in the Accounting Department.



Employees of the Port Arthur Division proudly display their First Place Christmas Lighting Award presented them by the Port Arthur Junior Chamber of Commerce. The award, accepted for the Company by Jim Stelly (at right), sales superintendent, was for lighting displays at both the Service Center and the Main Office. It is on display in the coffee shop at the service center.

NELSON STATION



James M. Myers was the honoree at a recent retirement party. Friends from throughout the system were in attendance. Pictured above from left are A. H. Demers, Nelson Station, Robert Guidry, (retired from Nelson Station), Mr. Myers, and H. C. LeVois, manager of the Lake Charles Division.

SAM



Lorene McKowen

DELIGHTFUL DESSERTS

Desserts are the specialty of the Gulf States homemaker of the month for February. She is Lorene McKowen, wife of Dolph McKowen, commercial sales representative in Baton Rouge. Mrs. McKowen, the mother of three boys, has had a lot of experience in the kitchen and is known as something of an expert. Here are a few favorites from her large recipe collection.



Special Cherry Pie

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|-------------------------------|--------------------------------------|
| 1 cooked pie crust | $\frac{1}{2}$ tsp almond extract |
| 1 can condensed milk | 1 pkg. Dream Whip |
| $\frac{1}{3}$ cup lemon juice | $\frac{1}{2}$ can Cherry pie filling |
| 1 tsp. vanilla | |

Put the above ingredients in a bowl and stir until thick. Fold one package of dream whip into mixture. Spoon mixture into pie shell. Top with cherry glaze (cherry pie filling.)

Pecan Tarts

- | | |
|----------------------------------|-------------------------------------|
| 1 - 3 oz. pkg. cream cheese | 1 beaten egg |
| $\frac{3}{4}$ cup chopped pecans | $\frac{3}{4}$ cup light brown sugar |
| 1 cup flour | 1 Tbsp. margarine |
| $\frac{1}{2}$ cup margarine | 1 tsp. vanilla |

Make pastry of the first three ingredients. Mix well. Chill about 30 minutes. Divide into small balls. Press each ball into one part of miniature or regular muffin pan making a thin crust without holes. Partially fill the shells with pecans. Make filling with remaining ingredients: Dip by teaspoon and pour over the pecans in shells.

Bake 15 minutes at 400° or until brown. Remove from pan.

Meringue Torte

- | | |
|--------------|--------------------------------|
| 6 egg whites | $1\frac{1}{2}$ tsp lemon juice |
| 2 cups sugar | |

Beat egg whites until stiff. Gradually beat in one cup of sugar, then add another cup of sugar, alternating with lemon juice). Beat until very stiff and glossy.

For individual meringue shells put them on brown paper or a cookie sheet. Heap a high mound of meringue and hollow out top with back of spoon. Bake until delicately browned and crusty. Cook in oven temperature 275° very slow oven time 40 to 60 min.

When done fill with fresh fruit (my favorites are strawberries or peaches) and top with whipped cream or ice cream.

Butter Cake

- | | |
|-----------------|----------------------------------|
| 2 sticks butter | 1 tsp. vanilla extract |
| 2 cups sugar | 1 tsp. almond extract |
| 2 cups flour | $\frac{1}{2}$ tsp. lemon extract |
| 5 eggs | |

Cream sugar and butter. Add rest of ingredients. Eggs one at a time. Bake at 350 degrees for one hour. Put in floured tube pan. Put in cold oven. Let cool and remove from pan.

Cinnamon Cobbler

- | | |
|----------------------------|--------------------------|
| 1 large can sliced peaches | 1 Tbsp. lemon juice |
| 1 Tbsp. cornstarch | $\frac{1}{4}$ cup butter |
| $\frac{1}{4}$ tsp. salt | |

Drain peaches, reserving one cup of syrup. Combine cornstarch and salt. Slowly blend in reserved syrup. Cook and stir until mixture comes to boil. Reduce heat, cool and stir two minutes. Add lemon juice, butter and peaches. Heat to bubbling. Turn into 10" x 6" x 1 $\frac{1}{2}$ " baking dish. Arrange cinnamon strips over hot peaches. Bake in 350° oven for 25 minutes or until brown.

Cinnamon Strips

Cut three strips of dry bread lengthwise into one inch strips. Dip into $\frac{1}{4}$ cup melted butter then into mixture of $\frac{1}{3}$ cup sugar, $\frac{1}{2}$ tsp. cinnamon and $\frac{1}{4}$ tsp. nutmeg.

Fruit Cocktail Dessert

- | | |
|--|--------------------------------|
| 1 can fruit cocktail drained for 2 to 3 hours. | $\frac{1}{2}$ tsp. salt |
| 1 cup flour | 1 egg unbeaten |
| 1 cup sugar | 2 Tbsps. butter |
| 1 tsp. soda | $\frac{1}{2}$ cup brown sugar |
| | $\frac{1}{2}$ cup chopped nuts |

Mix all ingredients and put in 8" x 8" pan. Sprinkle the top with butter, brown sugar and chopped nuts.

Bake at 350° for 45 minutes.



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- 1 Always use dry string... not wire or anything metallic.
- 2 Always use wood and paper in your kite...not wire or metal.
- 3 Always fly your kite on days when there is no rain.
- 4 Always avoid busy streets and highways while flying your kite.
- 5 Always fly your kite away from TV and radio aerials.
- 6 Always keep away from fallen wires.
- 7 Always fly your kite far from power lines.
- 8 Always call your power company if your kite gets snagged in power line. Do not pull the string or climb power poles.